

# LIFE



COWBOY

AUGUST 22, 1949 **20** CENTS  
YEARLY SUBSCRIPTION \$6.00

REG. U. S. PAT. OFF.

Printed material



Get ***MORE***  
for your money!



Get ***COLD***  
clear to the floor!

*Big extra cold zone in new Kelvinator gives you much more food space in the same floor area*

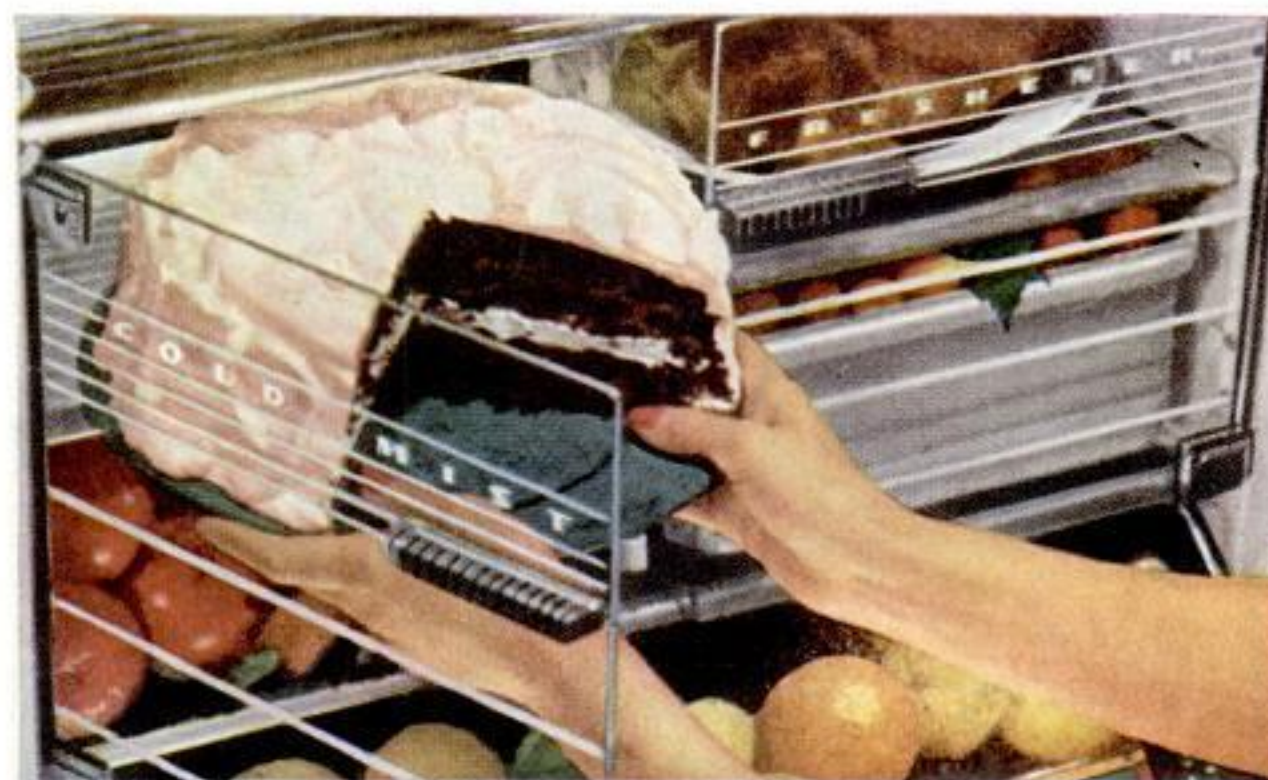
You never saw such room as you'll see in the new Kelvinator that is *cold clear to the floor*. Yes! It's *all* refrigerated—from the top of its big Frozen Food Chest . . . right down to the bottom of its new and amazing Fruit Freshener. It's much bigger inside . . . but no bigger outside. Actually, 8½ cubic feet within the shelf area *plus* an additional 1½ cubic feet of cold in the Fruit Freshener Zone! And, you get the added benefits of Moist-Master refrigeration . . . dewy cold that gives *extra protection* to your most perishable foods! See the new, exciting Kelvinators, priced to fit your budget, at your dealer's. Look for his name in your classified phone book.

Get ***Kelvinator***



**You get a jumbo-size Frozen Food Chest!**

Right in your own kitchen . . . extra-large space to freeze and safe-store a variety of delicious frozen foods. Feast your family on out-of-season treats all year 'round! Imagine! Fifty pounds of packaged frozen foods and ice cubes right at your fingertips! Ice cream by the gallon!



**You get this new miracle in food-keeping!**

Behind glass doors in Kelvinator's Cold-Mist Zone, super-moist cold guards foods' natural moisture. Uncovered cake, bread, and leftovers keep amazingly fresh . . . with all their palate appeal . . . for days and days! Lettuce and celery stay garden-crisp, perky and delicious!



**Look, it's refrigerated, too!**

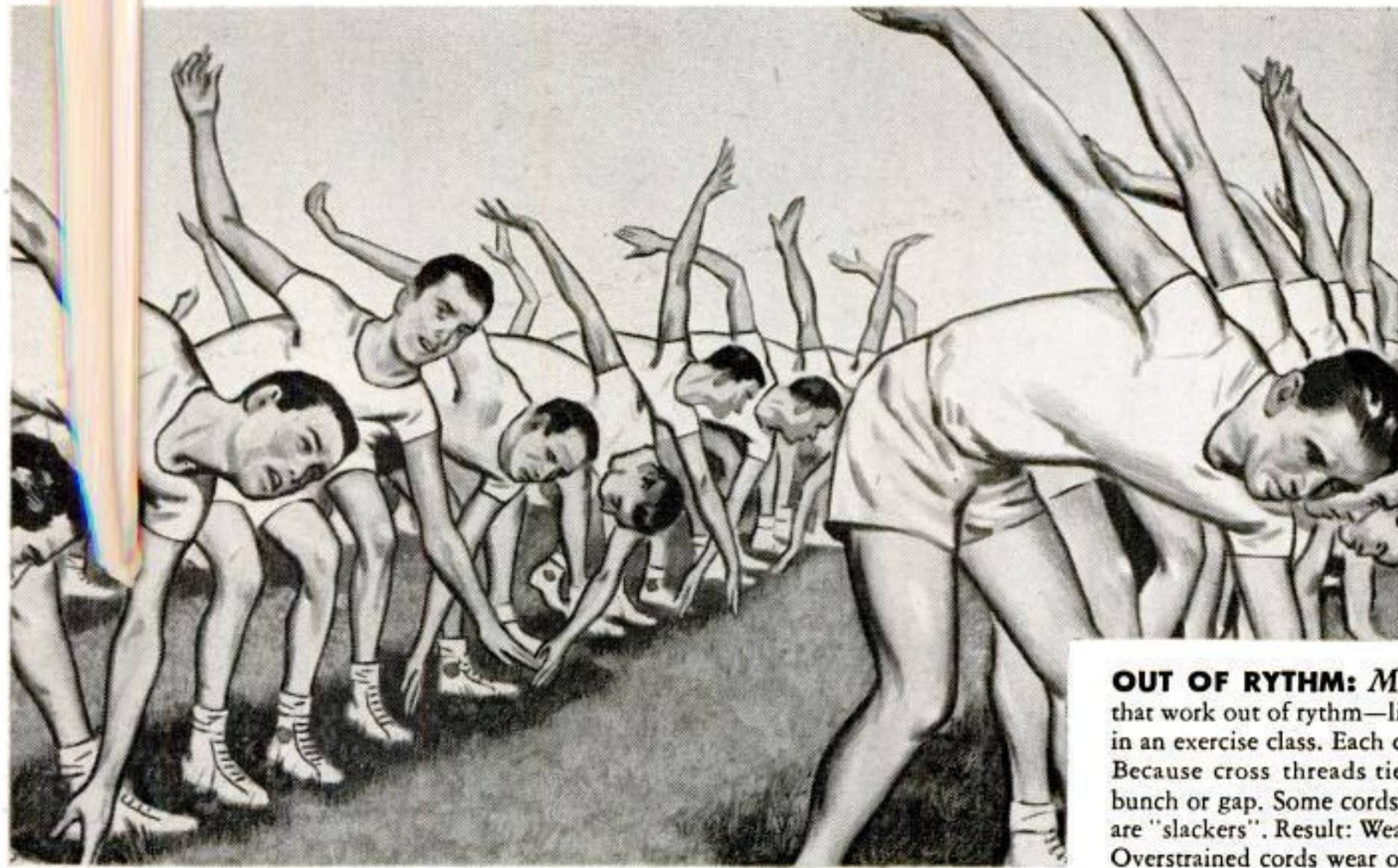
You get an extra 1½ cu. ft. of cold space in Kelvinator's Fruit Freshener Zone . . . the equivalent of a shelf and a half of extra room. You can see from the picture how many bulky fruits, vegetables, and soft drinks you can keep appetizingly cold here.

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICHIGAN

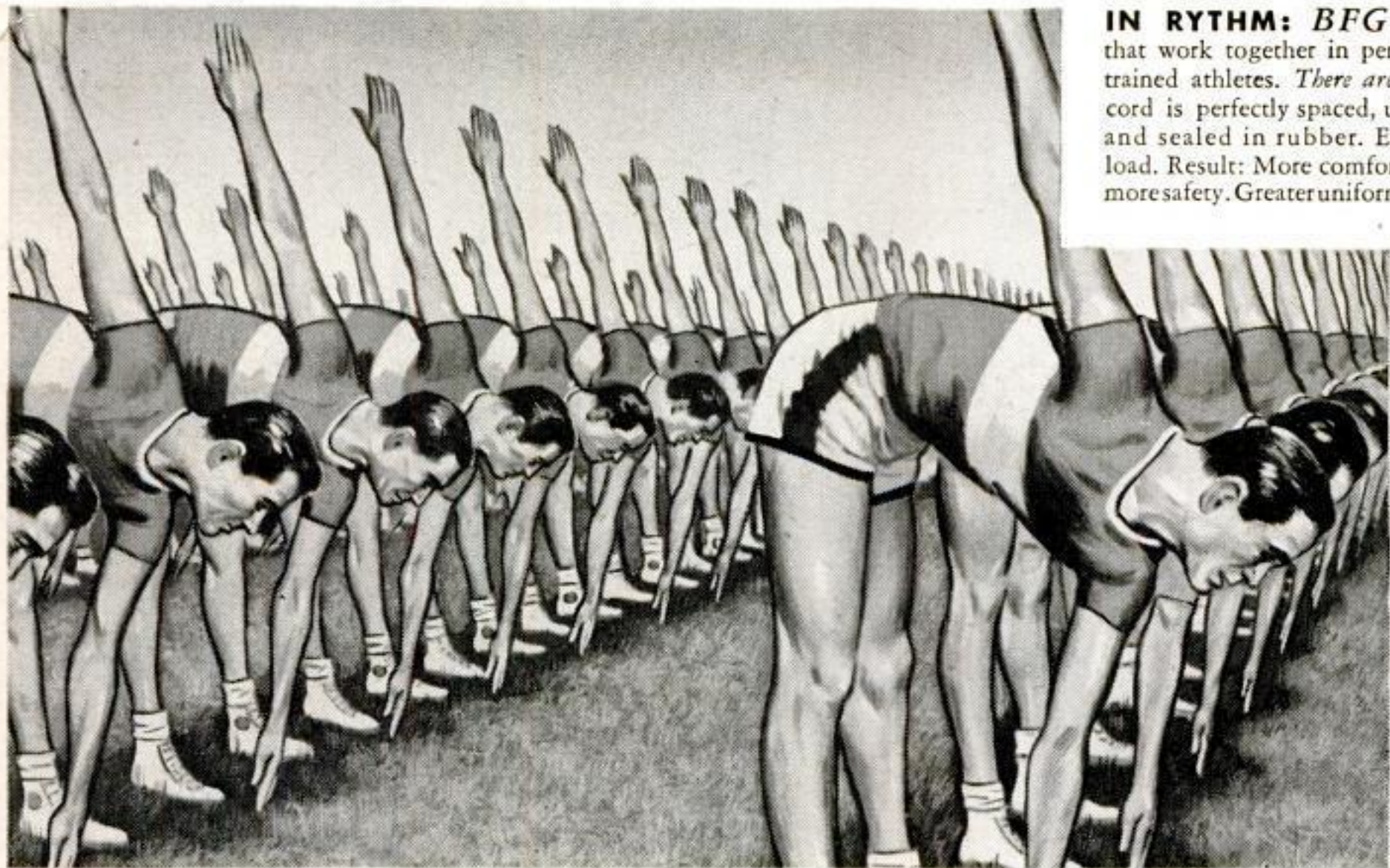
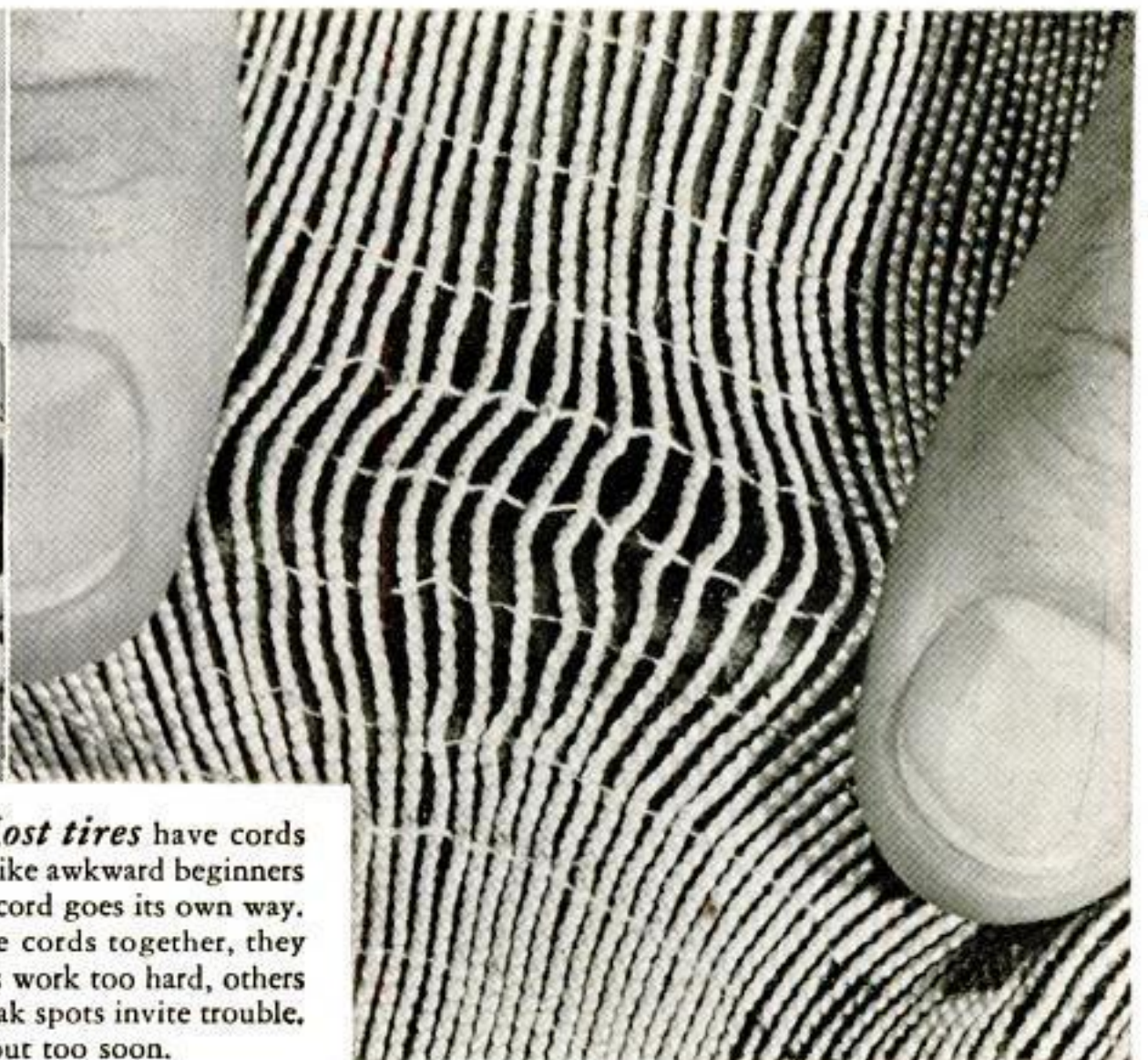


COMFORT, MILEAGE SIDE-BY-SIDE

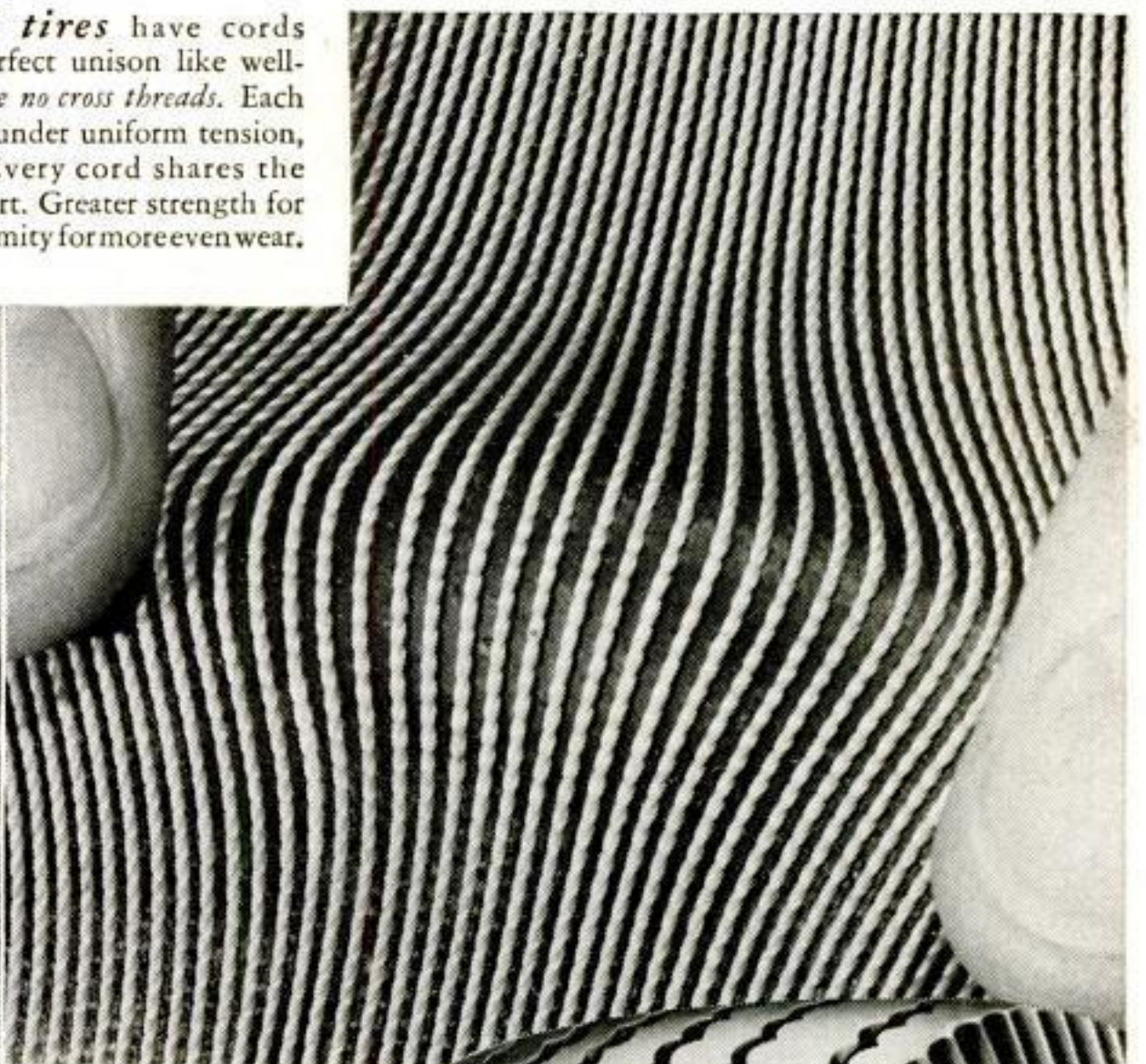
# B.F. Goodrich "Rythm Ride"



**OUT OF RYTHM:** Most tires have cords that work out of rythm—like awkward beginners in an exercise class. Each cord goes its own way. Because cross threads tie cords together, they bunch or gap. Some cords work too hard, others are "slackers". Result: Weak spots invite trouble. Overstrained cords wear out too soon.



**IN RYTHM:** BFG tires have cords that work together in perfect unison like well-trained athletes. There are no cross threads. Each cord is perfectly spaced, under uniform tension, and sealed in rubber. Every cord shares the load. Result: More comfort. Greater strength for more safety. Greater uniformity for more even wear.



## "RYTHMIC-FLEXING CORDS" MAKE THE DIFFERENCE

Inside every tire are thousands of cords that flex constantly—over bumps and chuck-holes, and every time the tire revolves. In most tires these cords are loosely tied together by cross threads, which keep the cords from flexing evenly. As a result, some cords carry too much load, others work too little.

**GREATER COMFORT** B. F. Goodrich Silvertowns have NO CROSS THREADS! Cords are perfectly spaced, under uniform tension, and sealed in live rubber. All cords work in perfect unison.

Only B. F. Goodrich gives you "rythmic-flexing cords" in every tire for every purpose

BFG cords flex in rythm to absorb the bumps, cushion the ride.

**EXTRA SAFETY** No "slacker" cords. Every cord shares the load and impact for greater blow-out protection, longer mileage.

**LONGER MILEAGE** Get money-saving extra miles from stronger "rythmic-flexing cords" and the new tread that contains longer mileage cold rubber—pioneered by B. F. Goodrich in 1941. See this great difference in tires yourself. See your B. F. Goodrich dealer now.







## *Who is she?*

Du Barry beauty and famous fashion model Maggi McNamara is a photographer's dream for her camera-proof complexion. Maggi attributes its exquisite texture to the thorough cleansing action of such a beauty aid as Du Barry Special Cleansing Preparation. It's a fragrant meal that smooths with water into a thin mask to make lovely skin lovelier and work miracles with difficult "young" skins, coarse oily skins, blackheads, blemishes. Hypo-allergenic...it agrees with your skin! \$1.00 plus tax.



*Du Barry*  
BEAUTY PREPARATIONS BY

*Richard Hudnut*

Makers of the Richard Hudnut Home Permanent





THE GIRDLE THAT'S ANATOMICALLY CORRECT, PLAYTEX PINK-ICE POWER-MOULDS AND SUPPORTS WITH COMPLETE COMFORT AND FREEDOM OF ACTION

# ANNOUNCING A SENSATIONAL NEW KIND OF GIRDLE, THE NEWEST OF THE FAMOUS PLAYTEX® GIRDLES:

## PINK-ICE

PLAYTEX proudly presents *PINK-ICE* — not as a color, but as a brand new kind of girdle that actually “breathes”—dispels body heat.

Just touch it and you’ll feel the difference. It’s cool as a frosty drink, smooth as mountain ice, light as a snowflake. And it washes in a matter of seconds, pats dry with a towel.

PLAYTEX *PINK-ICE* is made of tree-grown liquid latex, with an all-way power stretch that power-moulds your figure along its natural lines and controls your figure when you

are sitting, as well as when you’re standing or walking.

Invisible under your briefest swim suit, your sheerest dress, PLAYTEX *PINK-ICE* becomes a living part of you, giving with every motion of your body, supporting you in the most complete comfort.

Ask for this sensational new PLAYTEX GIRDLE—*PINK-ICE*! See how it gives you back your own true figure — inches slimmer and trimmer—in cool comfort.



*Cool as a frosty drink...  
Shimmering smooth as mountain ice...  
Light as a snowflake*

### ... In SLIM shimmering Pink Tubes

sizes: extra small, small, medium, large

PLAYTEX PINK-ICE PANTY GIRDLE . . . .	\$3.95
PLAYTEX PINK-ICE PANTY GIRDLE WITH GARTERS . . . .	\$4.95
PLAYTEX PINK-ICE CARTER GIRDLE . . . .	\$4.95
Extra Large PLAYTEX PINK-ICE CARTER GIRDLE . . . .	\$5.95

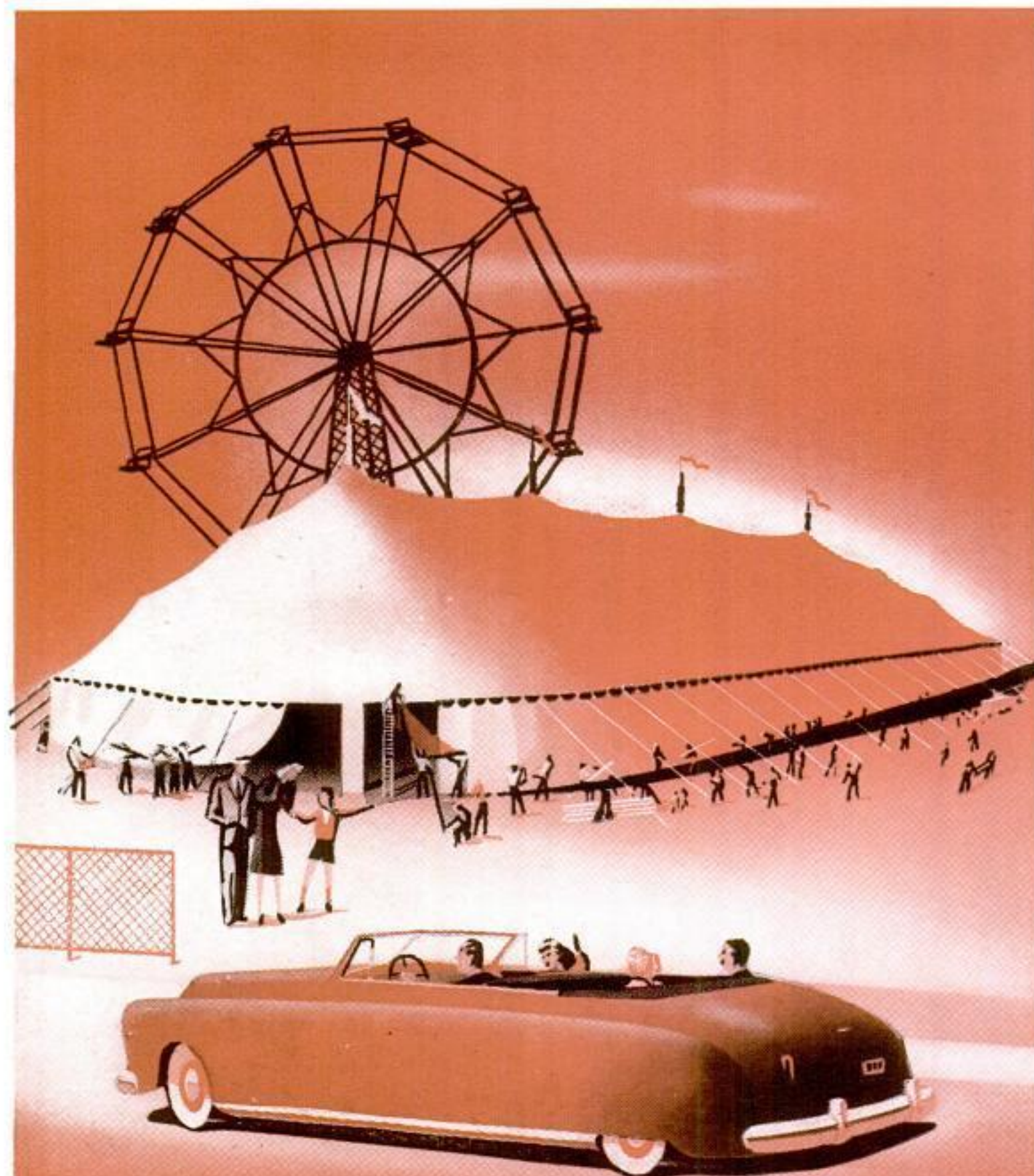
Also ask to see PLAYTEX LIVING GIRDLE, \$3.95  
and PANTY GIRDLE, \$3.50

INTERNATIONAL LATEX CORPORATION  
Playtex Park, Dover, Del. ©1949

On sale in all modern corset and notions departments and specialty shops everywhere!







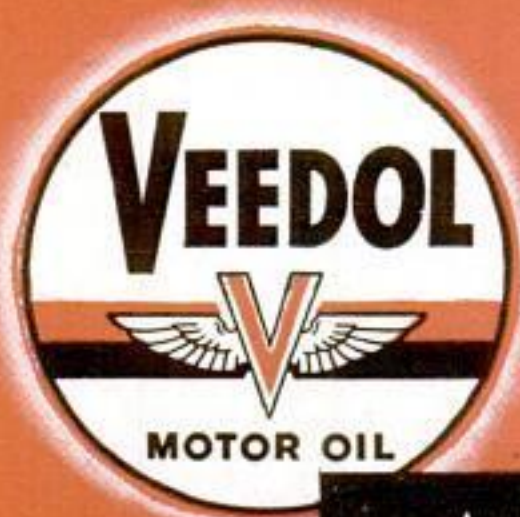
## BIG TOP PERFORMANCE!

# VEEDOL

The World's Most Famous Motor Oil

## Improves Performance Three Ways

1. Keeps your motor cleaner . . . smoother-running
2. Protects against bearing corrosion
3. Gives your motor the famed "Film of Protection"



100%  
PENNSYLVANIA



TIDE WATER  
ASSOCIATED  
OIL COMPANY  
New York Tulsa San Francisco

## LETTERS TO THE EDITORS

### GREAT JOE

Sirs:

I have just bought the Aug. 1 LIFE with Joe DiMaggio on the cover. I have never seen quite a picture like that. It's wonderful.

JOSEPHINE MASI

New York, N.Y.

Sirs:

I have just finished reading the Joe DiMaggio article. I had the happiest sensation in the pit of my stomach....

NANCY LEE RICCIARDI

East Orange, N.J.

Sirs:

As I read through Joe DiMaggio's story and looked unbelievably at the cover and mused at the pictures, I knew I just had to write and congratulate you on putting such an extraordinary story by such an extraordinary man in your magazine.

Being a DiMaggio fan, I wrote this poem about him before he staged his great comeback:

THE GREATEST OF THEM ALL  
Of all the great players that come and go,  
The greatest of all is DiMaggio.  
Now Joe's a 6-footer and hails from Cal.,  
A likable guy and a ready pal,  
An excellent man to have on the team,  
For he's always awake and on the beam.  
To the rival pitchers he is a threat,  
He'll wrap up a hit they'll never forget.  
He plays centerfield for the first-rate Yanks,  
In the field he's superb and first in ranks.  
A daring base runner he's always been,  
Got an eye on the ball at every spin.  
Most Valuable Player awards he's won.  
Amazing seasons he's gone through and done,  
Like leading in home runs, runs and base hits,  
There's no stopping him, and he never quits.  
For batting safely in 56 games,  
He keeps a record for which he holds fame.  
Of all the great players that come and go,  
The greatest of all is DiMaggio.

KAREN HULTMAN

Woodbury, Conn.

### MICKEY'S FRIEND

Sirs:

In your article "A 'Mickey' for Mickey" (LIFE, Aug. 1) could you tell me what those five men are doing with the riddled body of henchman Neddie Herbert?

I am an ambulance attendant, and if my boss ever saw me handle a patient like that I would be fired on the spot.

STEVE RAMESA

San Pedro, Calif.

● Since Herbert was thought to be suffering from spine injuries, attendants wanted to keep his back flexed as they lifted him into the ambulance.—ED.

Sirs:

Could you please tell me what Herbert's helpers are looking at?

GILBERT BECKER

Thorndale, Texas

● A photographer (not the one who took this picture) had just dropped a flashbulb which, to the jittery attendants, sounded like another gun going off.—ED.

### ARTIFICIAL HAND

Sirs:

I read your article "Best Artificial Hand Yet" (LIFE, Aug. 1). I lost my right hand in 1943, and this article is of special importance to me.

Is this hand being furnished to veterans by the government? If not, how much does it cost? . . .

CHARLES L. HUGHES

Boulder, Colo.

Sirs:

It may be another year before this industry will receive the official O.K. on the hand and be able to push it into production. You will be rendering a fine service to the amputees of this country if you will just publicize this fact. . . .

GLENN E. JACKSON  
Executive Director

Orthopedic Appliance & Limb  
Manufacturers Ass'n.  
Washington, D.C.

### STATE STRADDLING

Sirs:

I note in LIFE (Aug. 1 issue) a picture captioned: "The only place in the U.S. where a man can stand in four states at the same time. . . ."

The picture is intriguing, but I think you might have a scoop of devastating worldwide repercussions if you will only show a picture of the four-legged man who accomplished the seemingly impossible stunt.

FREDERICK E. HOAR

Bakersfield, Calif.



HERBERT'S HARRIED HANDLERS

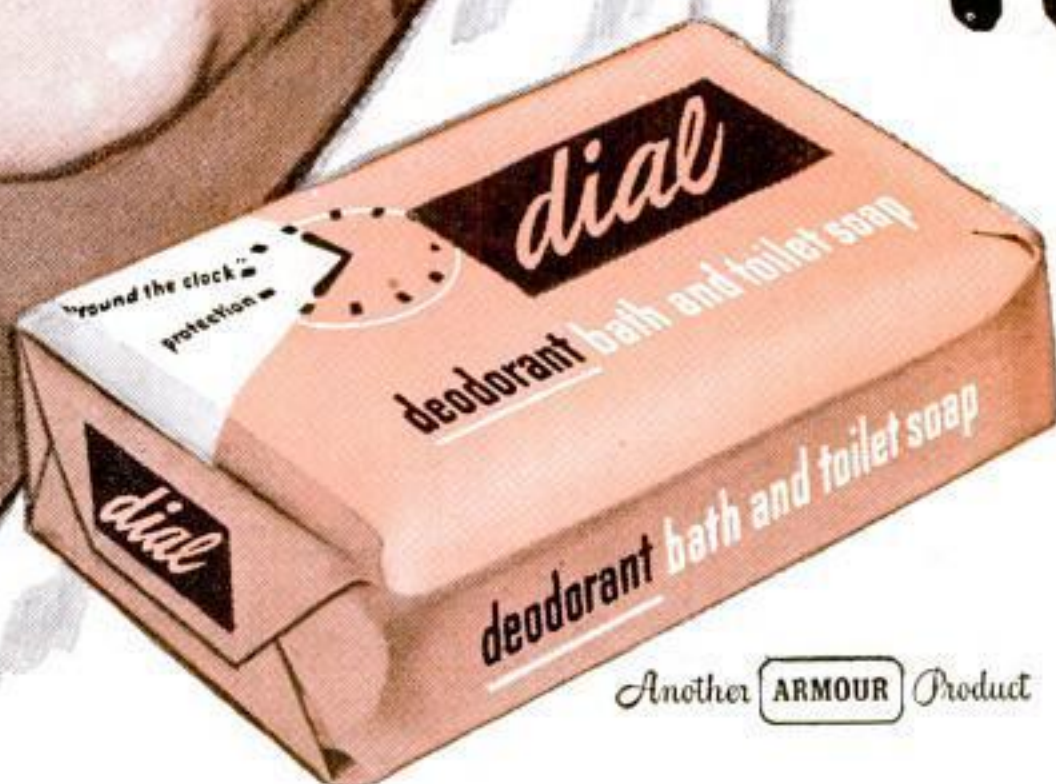
CONTINUED ON PAGE 6



NOW - the only really effective deodorant soap -

**DIAL**  
stops odor  
before  
it starts!

DIAL  
SMELLS GOOD  
and DIAL  
is mild!



Another **ARMOUR** Product

**Guaranteed to keep you fresh  
round the clock!**

Dial not only promises you over-all freshness round the clock—Dial guarantees it! For Dial with odorless AT-7 removes the major cause of perspiration odor—doesn't merely "cover-up." AT-7 is the only ingredient known to keep its antiseptic power effective in soap. Dial does *not* stop healthful perspiration but *does* stop odor. And Dial smells good—not strong, not sissy.

**Complexion protection!** Mild, kind—Dial is rich-lathering and thorough-cleansing—perfect for complexions, too. Use Dial and you need only this *one* soap in the bathroom. And remember, Dial is a large, hard-milled bar that lasts a long, long time!

**DIAL soap removes skin bacteria  
that cause perspiration odor!**

**Wonderfully effective because DIAL  
and DIAL alone contains AT-7!**

**DIAL soap always keeps you  
nice to be close to!**



**Camera proves why DIAL guarantees  
round the clock freshness!**



After ordinary soap . . . thousands of bacteria are left on the skin. These include the bacteria that thrive on perspiration—bacteria that science has found *cause* perspiration odor.

© A & Co.



After DIAL . . . washing with Dial regularly eliminates up to 95% of the odor-producing skin bacteria. Safely! Surely! Because Dial alone contains AT-7—keeps you fresh round the clock!



Doctors prove AT-7's effectiveness! Tests show, the surgeon who scrubs up regularly with a soap containing AT-7, Dial's unique ingredient . . . removes 10 times more bacteria than with regular soaps.

**Money-Back Guarantee**

DIAL is unconditionally guaranteed to keep you fresh round the clock. In fact, the more you use DIAL, the longer-lasting freshness you build up. Bathe with DIAL for just 7 days and see. If you aren't completely satisfied with DIAL soap, mail the unused portion to Armour and Company, 1355 West 31st Street, Chicago 9, Illinois. The full purchase price will be sent you at once. Never before could any soap make this guarantee.

Tune in STARS OVER HOLLYWOOD — CBS Saturday



# Elgin wins 1949 FASHION ACADEMY

## Award



"We compliment the Elgin Watch Company on its outstanding design talent, for it has endowed a practical accessory with exquisite charm and high fashion. On the basis of originality in design and up-to-the-minute styling, the new Elgin Watches are incomparable."

*Emil Chris Hartman*

DIRECTOR, Fashion Academy

Lady Elgin  
19 JEWELS



*Styled by Henslee*

\*Patent pending. Made of "Elgiloy" metal

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*DuraPower  
Mainspring*

ELIMINATES 99% OF ALL  
REPAIRS DUE TO STEEL  
MAINSRING  
FAILURES!

Lord and Lady Elgins are priced from  
\$67.50 to \$5,000. Elgin De Luxe from  
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as \$29.75, including the Federal Tax

**ELGIN**  
TIMED TO THE STARS

*The genius of America to wear on your wrist*

## LETTERS TO THE EDITORS

CONTINUED

Sirs:

How can one man stand in all four states at once if he has only two legs? Or did you picture him assuming an apelike position?

JUDY NEWMAN

Philadelphia, Pa.

● The procedure is simple, requiring only two legs and normal erect posture: place left toe in Utah, left heel in Arizona, right toe in Colorado, right heel in New Mexico.—ED.

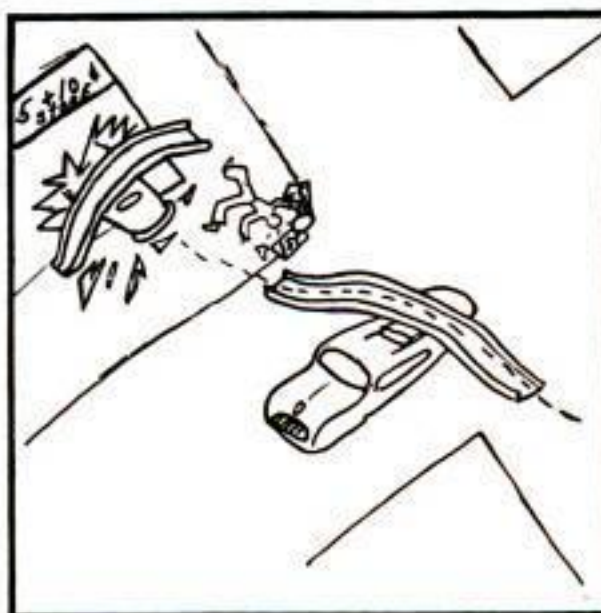
### ECI-OCL

Sirs:

Here is what would be the result of Robert E. Charlesworth's invention of the Eci-Ocl (Letters to The Editors, LIFE, Aug. 1). Every motorist in the country and every owner of a corner business would be looking for him—to bash his head in for thinking of such an invention.

EDWARD J. DAVIS

Raleigh, N.C.



ECI-OCL'S FATE

### CAFRITZ

Sirs:

How is it that a magazine can give so much space to the career of a Mrs. Morris Cafritz of Washington, D.C. (LIFE, Aug. 1)?

In these times, when the whole world looks to America and when she herself should be trying to find the answers to the terrible responsibility which has come upon us, it is tragic that Americans, who are seeking to understand despite the seeming confusion in high places, should have to wade through pages of trash and waste their time hearing that "Gwendolyn and Morris request the pleasure."

FRANKLIN A. WILSON

Fort Collins, Colo.

Sirs:

Your delightful description of our annual summer party has given us much pleasure. . . . We particularly appreciate your using all the excellent pictures.

GWENDOLYN D. CAFRITZ

Washington, D.C.

### ROME

Sirs:

I am not one to write fan letters, in fact this is my first, but I want to thank you for your article and pictures about Rome (LIFE, Aug. 1). I enjoyed them more than anything in LIFE for a long time. I might add that this whole issue was exceptionally good.

MRS. L. G. AVERY

Kansas City, Mo.

Sirs:

Your article on the Eternal City was a beautiful portrayal of the glories of the ancient world, but herein lies the sickness of Rome and all of Italy. . . .

Italy wants to forge ahead and forget the last four centuries of inertia, but the American traveler will not let the Italians forget. With the awed expression of a student when he glimpses famous ruins, the American traveler will burst out with a Byronic stanza or utter, "Ah, just like the pictures in history books—nothing changed." Italians are proud of their culture, but how long can Italy survive on the cold marble which foreign observers seem to think is the nucleus of the Italian nation?

PETER J. SEVENOFF

Bridgeport, Conn.

### DOG-LOVING CROW

Sirs:

Your article about the dog-loving duck (LIFE, Aug. 1) was most interesting to me because we have an un-



usual "love match" ourselves. Our pet crow fell in love with a bird dog and left home. Now the two of them are inseparable.

MRS. R. D. HUGGINS

Taylorville, Ill.

Address the Editors  
at 9 Rockefeller Plaza  
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send



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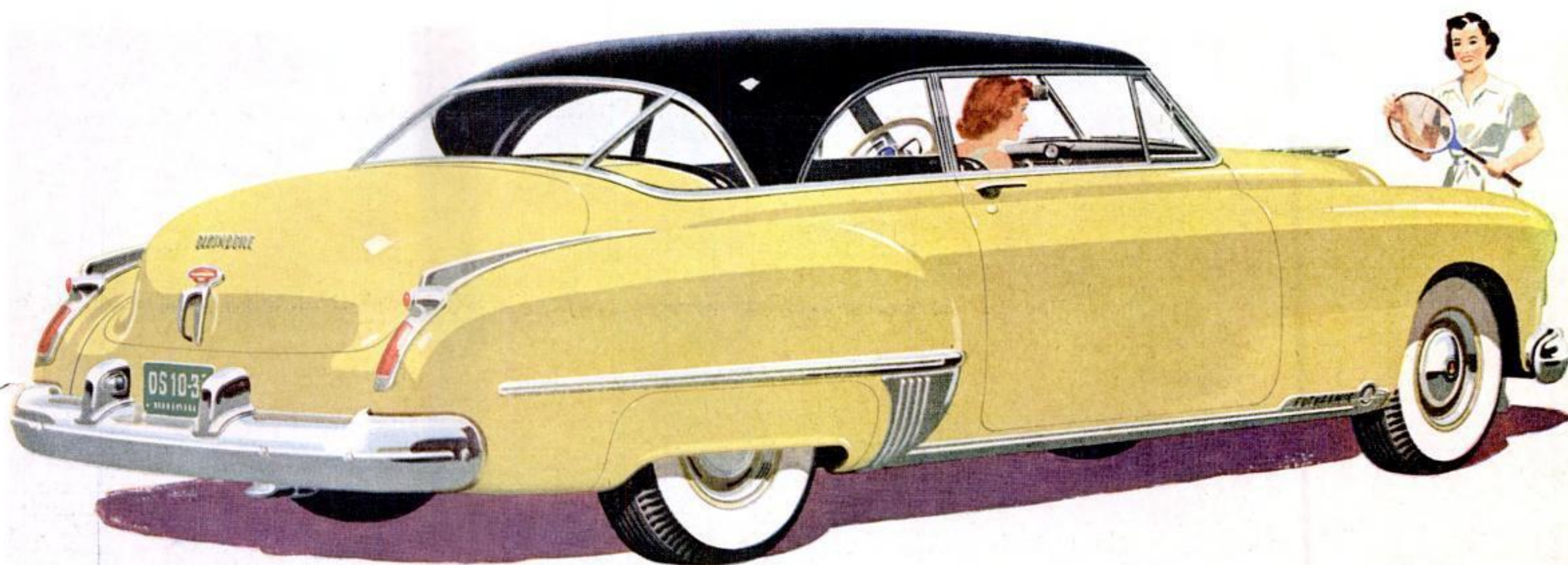
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Hold fast to your heart when you meet this one! You'll see the most dramatic of Oldsmobile's Futuramics—the smartest looking car on the road—the Holiday Coupé. *Freedom* and *fun* and the *open road* beckon the master

of this glamorous car. Look at those lines . . . low, lovely and luxurious—a new basis for beauty in motor cars!

But it's not only the ultra-advanced design—the superb sweep of the flowing Futuramic lines that distinguish

this beautiful car. For this is a "Rocket" Engine car—more active than your imagination—free and fleet and so vibrantly alive that you can't believe it until you try it! So for the finest "Holiday" you've ever known, see and drive the newest Futuramic—Oldsmobile's Holiday Coupé!



**FUTURAMIC**  
**OLDSMOBILE**

"Rocket" Engine and Hydra-Matic Drive standard equipment on this brand new Futuramic model.

PRODUCT OF GENERAL MOTORS





"I Thought I'd Hafta Leave Home"

"I was one unpopular fella the day I complained about having 'the same old breakfast' every morning. Then Mom discovered Post-Tens—and was that a happy day for everybody! Now that wonderful cereal assortment gives us all a choice of 7 different cereals. My Dad can have

his particular favorites—Grape-Nuts Flakes and Post Toasties as often as he pleases, and Sis and I can treat ourselves to a different delicious cereal every day in the week. No wonder Mom says that Post-Tens showed her how to please *everybody* at breakfast. Especially me!"



7 CEREAL FAVORITES  
10 INDIVIDUAL PACKAGES

3 Post Toasties  
2 Grape-Nuts Flakes  
1 40% Bran Flakes  
1 Nabisco Shredded Wheat  
1 Grape-Nuts  
1 Raisin Bran  
1 Rice Toasties

"Maybe it's something he DIDN'T eat!"



A Product of  
General Foods

Grandma's got a point there, Gus. Maybe that dull, logy feeling comes from irregularity due to lack of bulk in your diet. Ask Grandma about the "ounce of prevention" in every serving of Post's 40% Bran Flakes—the cereal that gives you the three extra keep-fit benefits:

- (1) bran to help prevent irregularity due to lack of bulk in the diet
- (2) whole-wheat values of these essential B vitamins: thiamine and niacin
- (3) good source of these important minerals: phosphorus and iron

All that and tempting flavor, too! No wonder folks eat these wonderful, golden-toasted flakes just because they taste so good. So ask for Post's 40% Bran Flakes in the large economy-size package. Start the day bright with America's largest-selling bran flakes.

LIFE IS SWELL—WHEN YOU KEEP WELL!



# GIVING A PARTY?



You'll need extra ice for the beverages...it would never, never do to run short. So be sure to put genuine crystal-clear, hard-frozen crushed ice or ice cubes on your list.



## USE PLENTY OF Genuine\* ICE

\*"Genuine ice" is the pure, crystal-clear, taste-free, hard-frozen, slow-melting kind supplied exclusively by your local Ice Company. Call on them for genuine ice for every cooling need.

NATIONAL ASSOCIATION OF ICE INDUSTRIES  
1706 L Street, N. W., Washington 6, D. C.

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# "EDGEWORTH IS AMERICA'S FINEST

—and that pocket pouch is a wonderful convenience!"



"AS THE AUTHOR of more than 500 musical compositions," says David Rose, "I would like to give credit to my full-time partner, Edgeworth Pipe Tobacco! I seldom sit down to a musical score without a pipeful of your good Edgeworth. Its smooth, biteless smoke *helps me think!*"

"Incidentally, it may interest you to know that I was smoking Edgeworth when I wrote 'Holiday for Strings.'"

TO MAKE NEW FRIENDS...FOR

# EDGEWORTH

HERE'S THE GREATEST PIPE OFFER EVER MADE...



\$350 VALUE

Only

# 50¢

PLUS outside flaps from  
12 pocket pouches of  
Edgeworth Pipe  
Tobacco.

DANA

Cool-smoking pipe with  
brightly polished aluminum  
shank and genuine  
imported briar bowl.

Edgeworth  
READY-RUBBED  
America's Finest  
Pipe Tobacco

Send to Edgeworth,  
Dept. L-E-2, Richmond,  
Virginia.

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U.S.A. Expires  
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For Pipe Comfort

Smoke EDGEWORTH READY-RUBBED, fragrant, cool, long-smoking...or EDGEWORTH SLICED, crumble to your personal taste.





IN A FLAMINGO CITY IN FRANCE ADULT BIRDS JAM TOGETHER WITH THEIR CHICKS. FLAMINGOS GROW TO A HEIGHT OF 4 FEET, HAVE

## ***SPEAKING OF PICTURES...***

***... THIS IS A CHICK'S-EYE VIEW OF "FLAMINGO CITY"***





**A WINGSPREAD OF ABOUT 6 FEET. WHEN FULLY DEVELOPED THEY MAKE A RAUCOUS HONKING NOISE SIMILAR TO THAT OF A GOOSE**

The stubby, fuzz-covered chicks shown hustling away from the camera into a forest of their parents' long, thin legs are young flamingos, which live on the great salt marshes at the mouth of the River Rhone in southern France. They are six weeks old and their fuzz and legs are gray. In a few months their legs will grow remarkably long, and their feathers will start changing to a bright pink. These marshes near the Mediterranean are one of the flamingo's favorite breed-

ing spots. Here the awkward birds live in large "cities" of a thousand birds or more, build wide-bottomed, cup-topped nests of clay and twigs, about a foot high, and fly about with their elongated necks and legs stretched out languidly fore and aft. For food they muck about in shallow water, twisting their necks into double curves and thrusting their ladle-shaped beaks upside down into the mud to strain out the small mollusks and crustaceans that make up their diet.



*With a flick of your finger...the Dial-a-Wave*  
ends guesswork in your home permanent

Her Rayve Wave Number is 2. Find yours on the Dial-a-Wave... easy as setting a clock! It's the sure way to the kind of wave you want... for your kind of hair.



**Only Rayve**  
—the new **HOME PERMANENT**  
has the **Dial-a-Wave**  
that personalizes your wave!

**AND RAYVE IS FAST—YET GENTLER, EASIER QUICK AS A WINK**—the Dial-a-Wave assures you of really professional-looking results. Instantly, your Rayve Wave Number shows you how to get the amount of wave you want for your kind of hair... in the shortest possible waving time. *Everything* about Rayve is easier and better. Picture-booklet directions are so simple to follow... and you don't even wear a turban.



RAYVE REFILL KIT

COMPLETE RAYVE KIT \$1

Both kits contain the Dial-a-Wave \$2

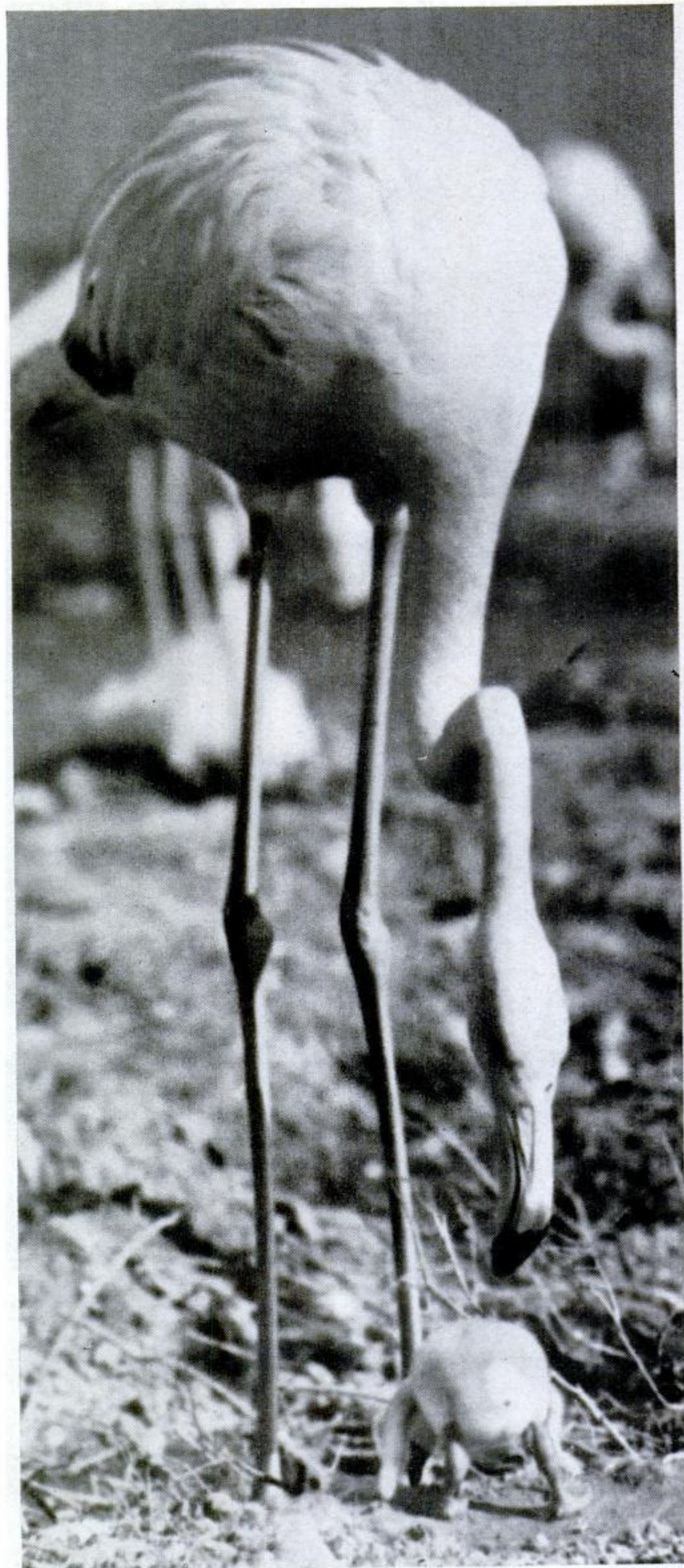
FROM THE FAMOUS PEPSODENT LABORATORIES

**FAST—BUT SURE!** No home permanent gives you the right wave for your hair in less time. For only Rayve has the Dial-a-Wave to show you the minimum time in which you can be sure of the kind of wave you want—plus an improved creme formula that's noticeably gentler.

**LONG-LASTING—YET SOFTER, MORE NATURAL—**A Rayve cold wave is satin-soft—frizz-free and lovely as natural curls from the very first day. And if you already have any kind of plastic curlers, all you need is a Refill Kit for your personalized Rayve wave.

## SPEAKING OF PICTURES

CONTINUED



MALE FLAMINGO WATCHES A CHICK TAKE ITS FIRST STEPS

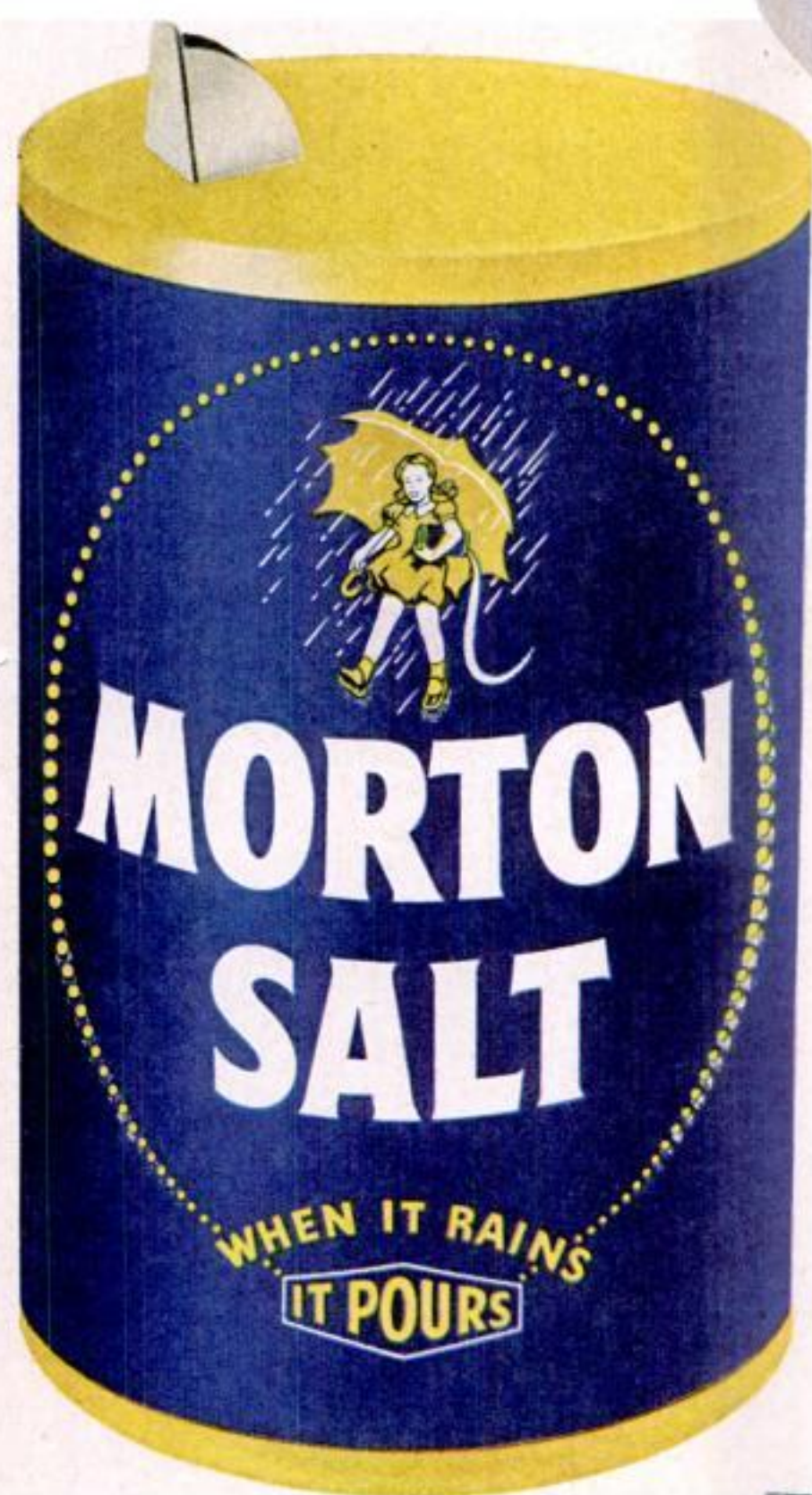
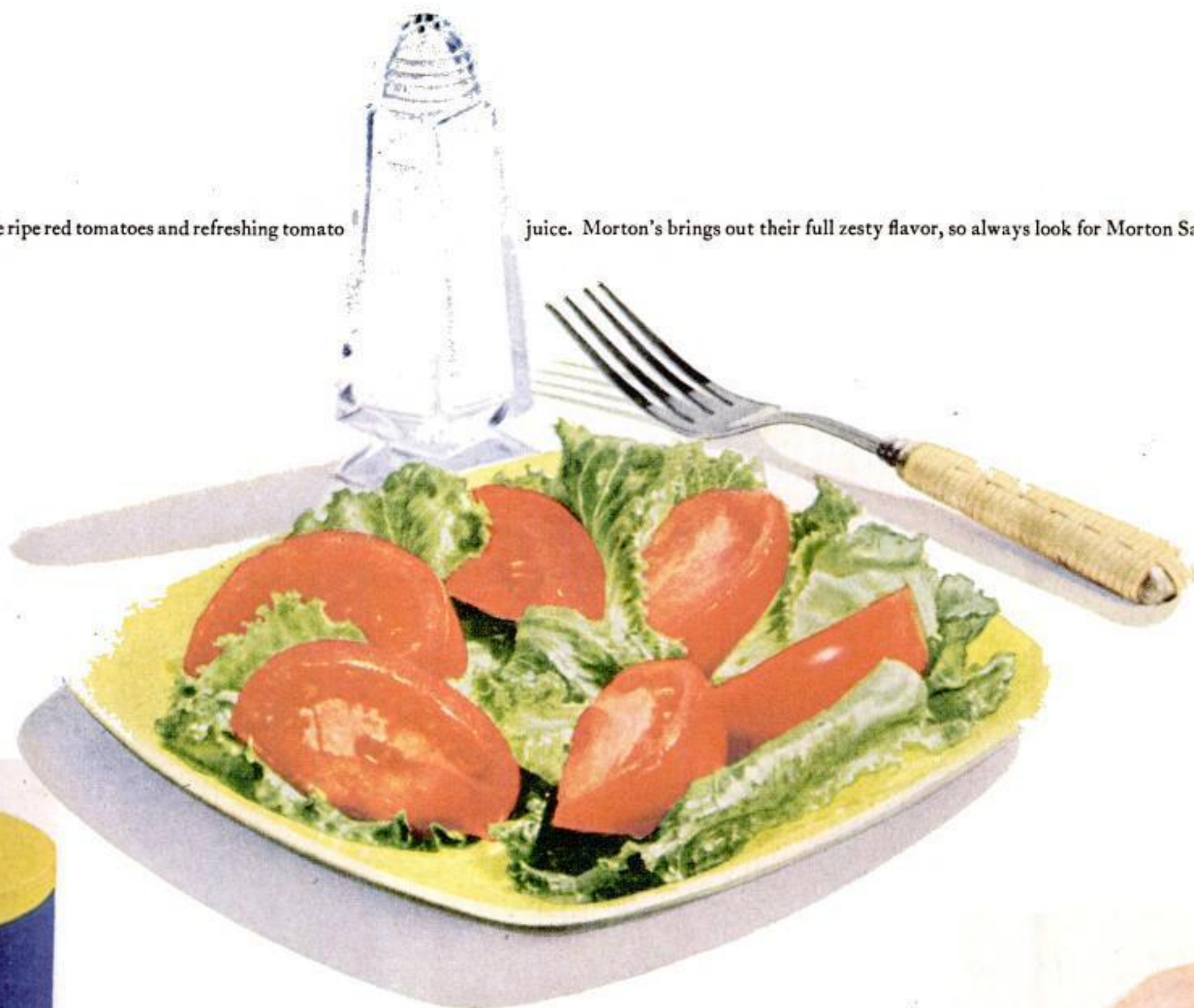
## CHICK & PARENT

Both flamingo parents, the father as well as the mother, are attentive to their chicks. For 30-day incubation period of the egg they sit in 12-hour shifts. When the egg hatches they feed the chick its own egg-shell for the first meal and their own saliva for its drinking water. But a baby flamingo is lucky to be hatched at all. If the large chalk-white egg is left unguarded, it is likely to be eaten by reptiles or seagulls or to be baked by the burning sun. If the nest is built too close to the water, the waves may wash the egg away. And if the awkward parent is suddenly alarmed, she is likely to break the egg in her scramble to take off.



At many grocer's you'll see Morton Salt displayed near the ripe red tomatoes and refreshing tomato

juice. Morton's brings out their full zesty flavor, so always look for Morton Salt... more people do.



Plain or iodized

More people  
use Morton's

...it does so much  
for flavor!



When it rains  
it pours!





# Time for bed, sleepy-head!

Sleep comes on tiptoe, and it's time for the last long hug, the good-night kiss, the welcoming little crib. Yes, bedtime is Merrichild Sleeper time!

On winter nights he'll be cozy in his downy Merrichilds. They're cuffed snugly at wrist and neck, and smooth-seamed all over. The springy-knit fabric gives plenty of sleeping freedom.

But there's more to Merrichilds than just good looks and comfort. They're such wonderful value at such little cost. You'll love the colors—pink, blue, canary. P. H. Hanes Knitting Company, Winston-Salem 1, N. C.



**NO BUTTONS TO COME OFF!**  
One-piece Gripper-fastener  
back, ages 0 to 3, \$1.69.



**ROOMY FEET WITH TWIN SOLES!**  
One-piece Gripper-fastener front,  
ages 4 to 6, \$1.69; age 8, \$2.19.



**DURABLE, DOUBLE-STITCHED SHOULDERS!** Two-piece suit,  
ages 0 to 4, \$1.69; with extra  
pants, a three-piece combina-  
tion at \$2.49 gives baby more  
sleeper changes, makes less  
laundry for Mother.



## Merrichild Sleepers

FOR 48 YEARS, FINE KNITTERS OF UNDERWEAR AND SPORTSWEAR FOR MEN AND BOYS



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## LIFE'S COVER

C. H. Long, whose weather-beaten face, hand-rolled cigaret, ragged neckerchief and Stetson hat (3X Beaver, \$20) seem to make the label "Cowboy" redundant, lives a rugged, soul-satisfying life (pp. 63-73) on the JA ranch in the Texas Panhandle. He is fonder of "listening to the grass grow" than he is of any attraction offered by civilization. At 39 he is still a bachelor, a fact likely to be of considerable interest to women who read about him, although his comment on the subject is not designed to promote romance. "If it weren't for a good horse, a woman would be the sweetest thing in the world."

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# FOR THE 1 MAN IN 7 WHO SHAVES DAILY

## A SPECIAL PREPARATION FOR SHAVING

*It Needs No Brush  
Not Greasy or Sticky*

MODERN LIFE now demands at least 1 man in 7 shave *every day*. This daily shaving often causes razor scrape—irritation.

To help men solve this problem, we perfected Glider—a rich, soothing cream. It's like your wife's vanishing cream—not greasy or sticky.

### SMOOTHS DOWN SKIN

You just wash your face thoroughly with hot water and soap to remove grit and the oil from the skin that collects on whiskers every 24 hours. Then spread on Glider quickly and easily with your fingers—never a brush.

Instantly Glider smooths down the flaky top layer of your skin. It enables the razor's sharp edge to *glide* over your skin, cutting your whiskers close and clean *without scraping or irritating the skin*.

### Especially for the 1 man in 7 who shaves daily

For men in responsible positions—doctors, lawyers, businessmen and others who must shave *every day*—Glider is invaluable. It helps eliminate the dangers frequent shaving may have for the tender face and leaves your skin smoother and cleaner. Glider has been developed by The J. B. Williams Company, who have been making fine shaving preparations for over 100 years.

### TRY GLIDER FREE

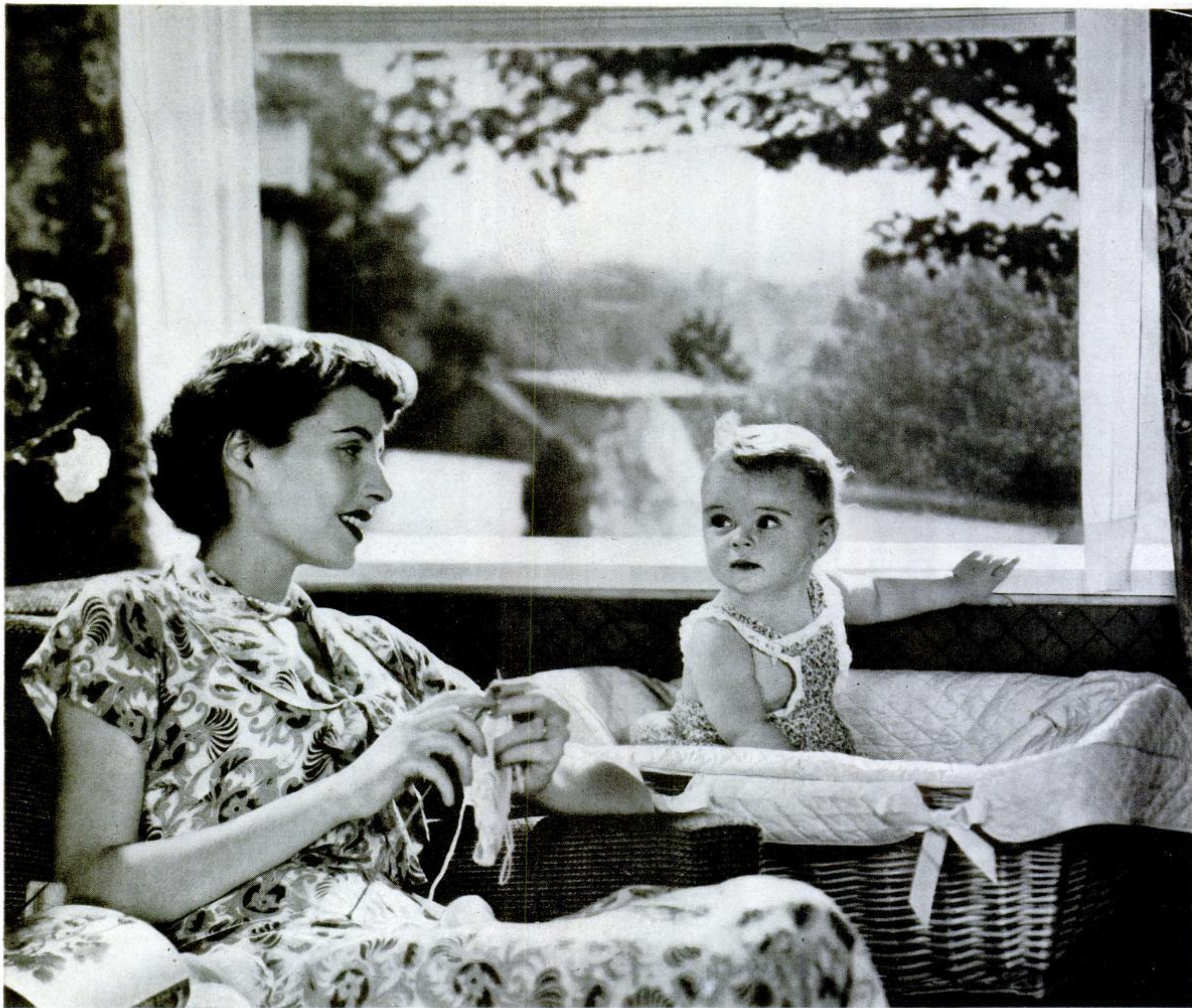
You can get Glider at any toilet-goods counter. Or, because we're so positive that Glider will give you more shaving comfort than anything you've ever used, we'll send you a guest-size tube ABSOLUTELY FREE. No stamps—no cartons—no dimes. You get the tube—enough for three full weeks—at no cost to you.

Just send your name and address to The J. B. Williams Company, Dept. LG3, Glastonbury, Conn., U.S.A., and we'll mail you postpaid your tube of Glider. On this FREE trial test, we rest our case entirely.

Don't delay—send us your name and address today! This offer is limited to one tube per user and all letters or postcards must be postmarked not later than Dec. 31. (Good only in U.S.A. and Canada.)

*Charles S. Campbell*  
PRESIDENT  
THE J. B. WILLIAMS CO.





## Who helped the Lloyds get a lot of light?

The Lloyds think picture windows are wonderful even on the duller days. But when they planned to remodel their house, they were afraid that picture windows would come under the heading of luxuries. Imagine their delight when they discovered they could get a beautiful one very reasonably at the new sash and door factory in town . . .

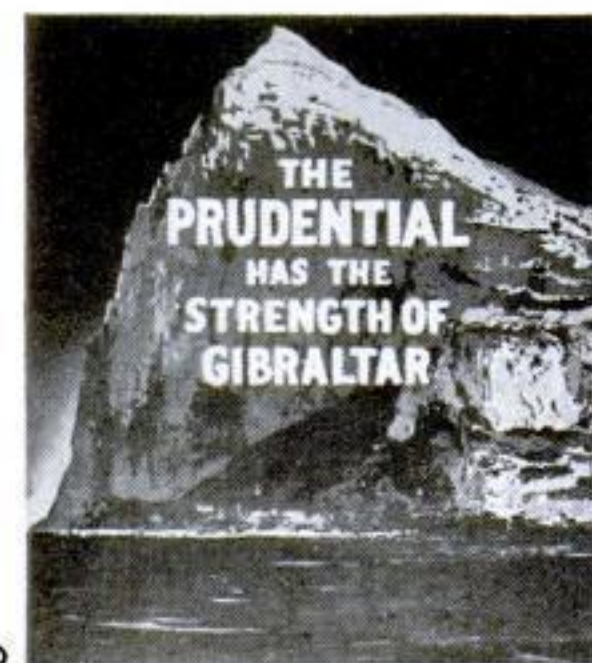
This modern factory was made possible by a Prudential loan. It has helped building construction considerably in the small Washington town where the Lloyds live, and in other areas of the Northwest. It has made new jobs, too . . . and that means more business for the butcher, the baker, and even Mr. Lloyd himself, a local business man.

All over the country, The Prudential is putting to work the money that guarantees the future security of its policyholders . . . and this helps make the nation more productive and our living standards better and better. This is important for all of us, but if you are a Prudential policyholder it is doubly important to *you*. For the money earned on these Prudential investments helps to lower the cost of *your* family's protection.

★

*Enjoy the Prudential Family Hour of Stars—Sunday afternoons, CBS. And the Jack Berch Show—Every morning, Mondays through Fridays, NBC.*

**THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT**



**THE PRUDENTIAL**  
INSURANCE COMPANY OF AMERICA  
*A mutual life insurance company*

HOME OFFICE: NEWARK, NEW JERSEY  
WESTERN HOME OFFICE: LOS ANGELES, CALIF.





A PRACTICE JUMP INTO A "SET" FIRE IS GRADUATION EXERCISE FOR A FOREST SERVICE SMOKEJUMPER. REAL DROPS ARE NOT MADE THIS CLOSE TO A FIRE

## SMOKEJUMPERS SUFFER ORDEAL BY FIRE

High in the Rockies, at Missoula, Mont., is the headquarters of Region One of the U.S. Forest Service, whose lonely lookouts stand guard over eight million rugged, roadless acres where forest fires annually threaten disaster. Ten years ago, seeking new ways to protect its timbered domain, the Forest Service began to experiment with parachuting men and equipment to help its ground forces fight fires. Today its tested squads of smokejumpers, most of them based in Montana, speed in

minutes to hem in forest fires that would take precious hours or days to reach overland. Scoffed at as show-offs a decade ago, the jumpers are respected now: by their efforts they regularly save many times the cost of their service. Fire fighting is seasonal work, and most of the young smokejumpers are college forestry students getting in licks of practical experience, at \$229 a month base pay, for their careers. Many made their first jumps as war-time paratroopers. They are 18 to 28 years old,

must have a season of Forest Service work behind them, take a month of instruction in fire fighting and make at least seven practice jumps before going out on their first real fire. On the afternoon of Aug. 5 a team of jumpers at the Missoula base was called to its first big test, and before the fire was out 13 men were dead, first to lose their lives in the distinguished history of the smokejumpers' service. On the following pages LIFE tells the heroic—but tragic—story of Montana's Mann Gulch fire.

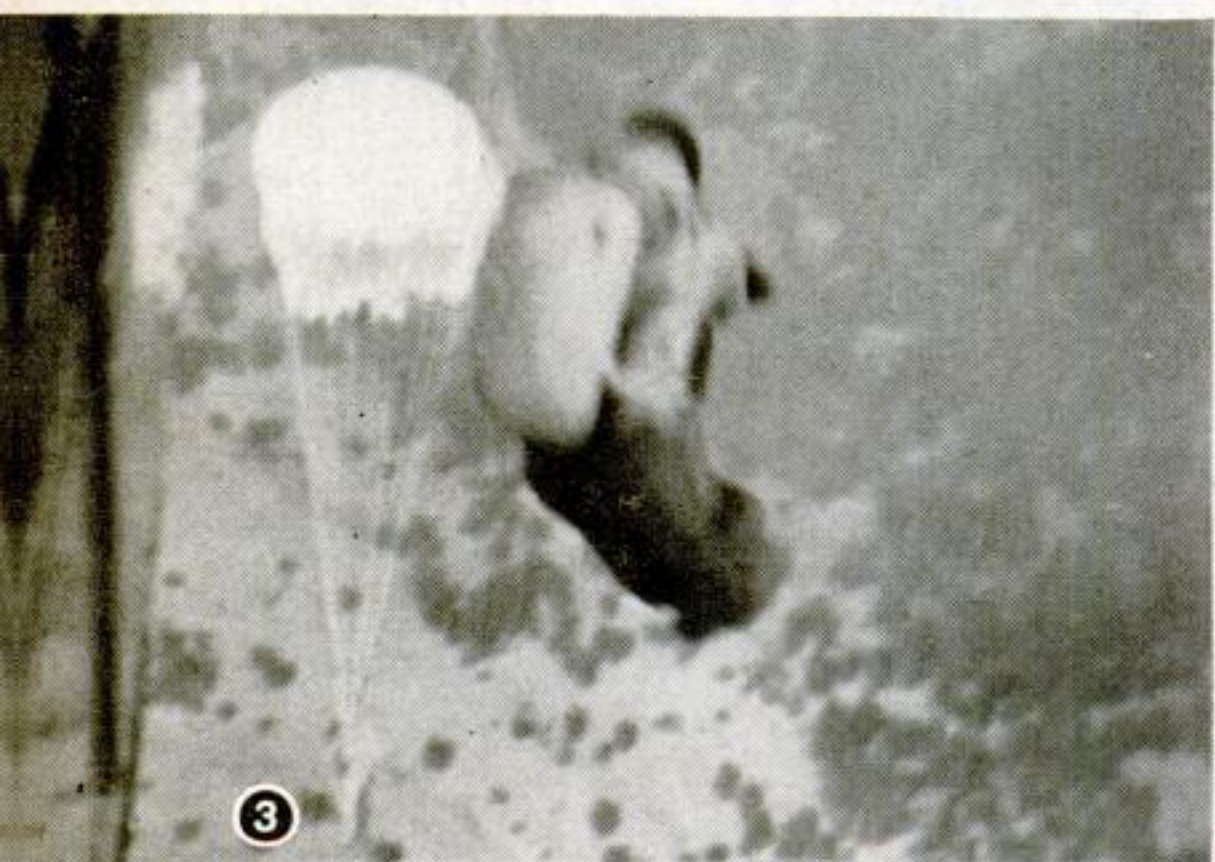


PLANELOAD OF JUMPERS, photographed in Missoula before their final practice drop early in July, were among 250 young smokejumpers trained for 1949 forest

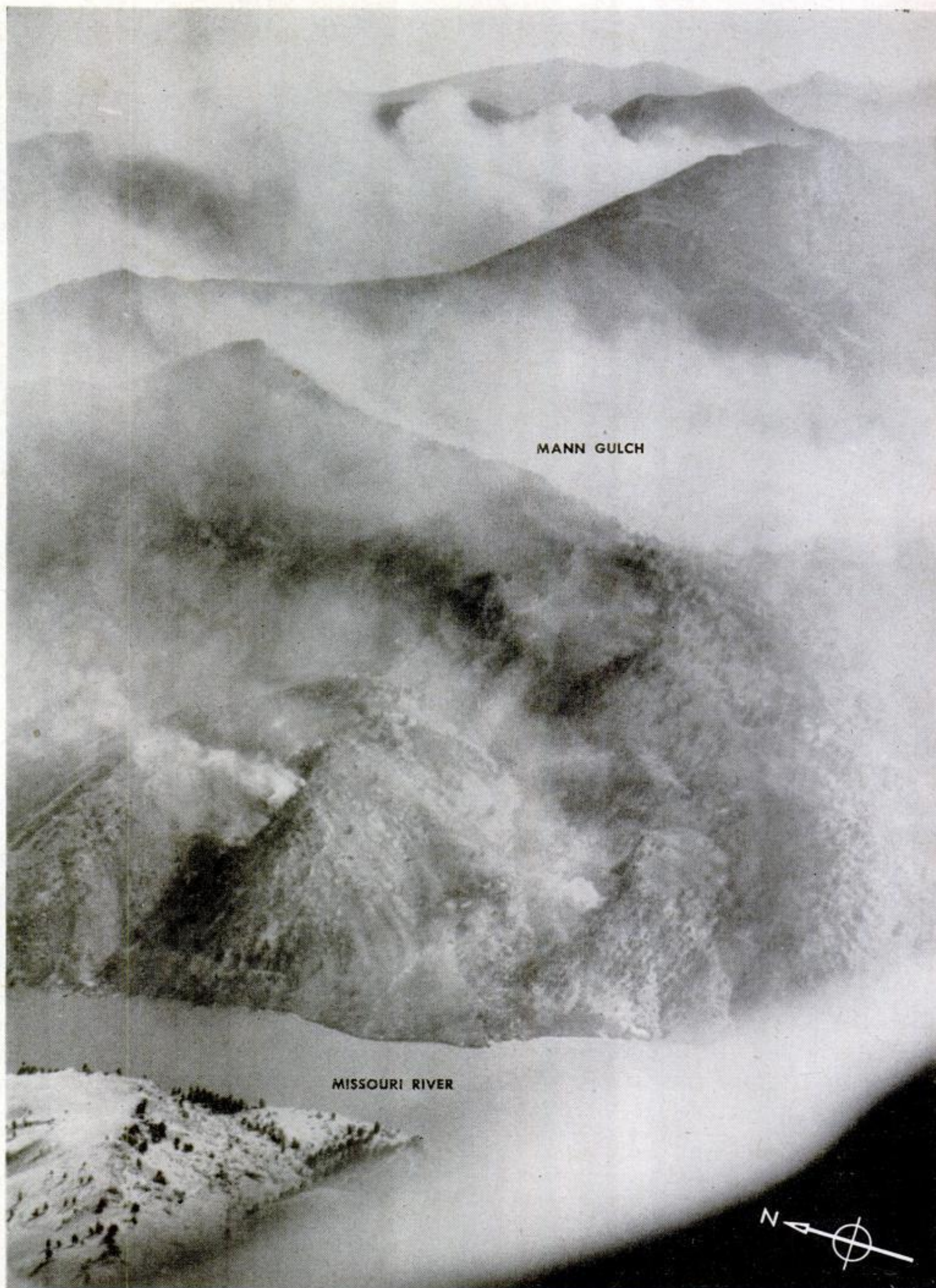
fire season. Four in this group (indicated on picture) died in Mann Gulch blaze. All but Thol, 19, were veterans. Navon, 28, had been with U.S. Army paratroops at Bastogne.



## ACTUAL PHOTOS OF FATAL JUMP



**FILM** shot for training purposes on Mann Gulch flight became a record of smokejumping tragedy. Forest Service photographer got crew loading (1), good view of fire and river (2), and men bailing out (3 and 4) on last jumps.



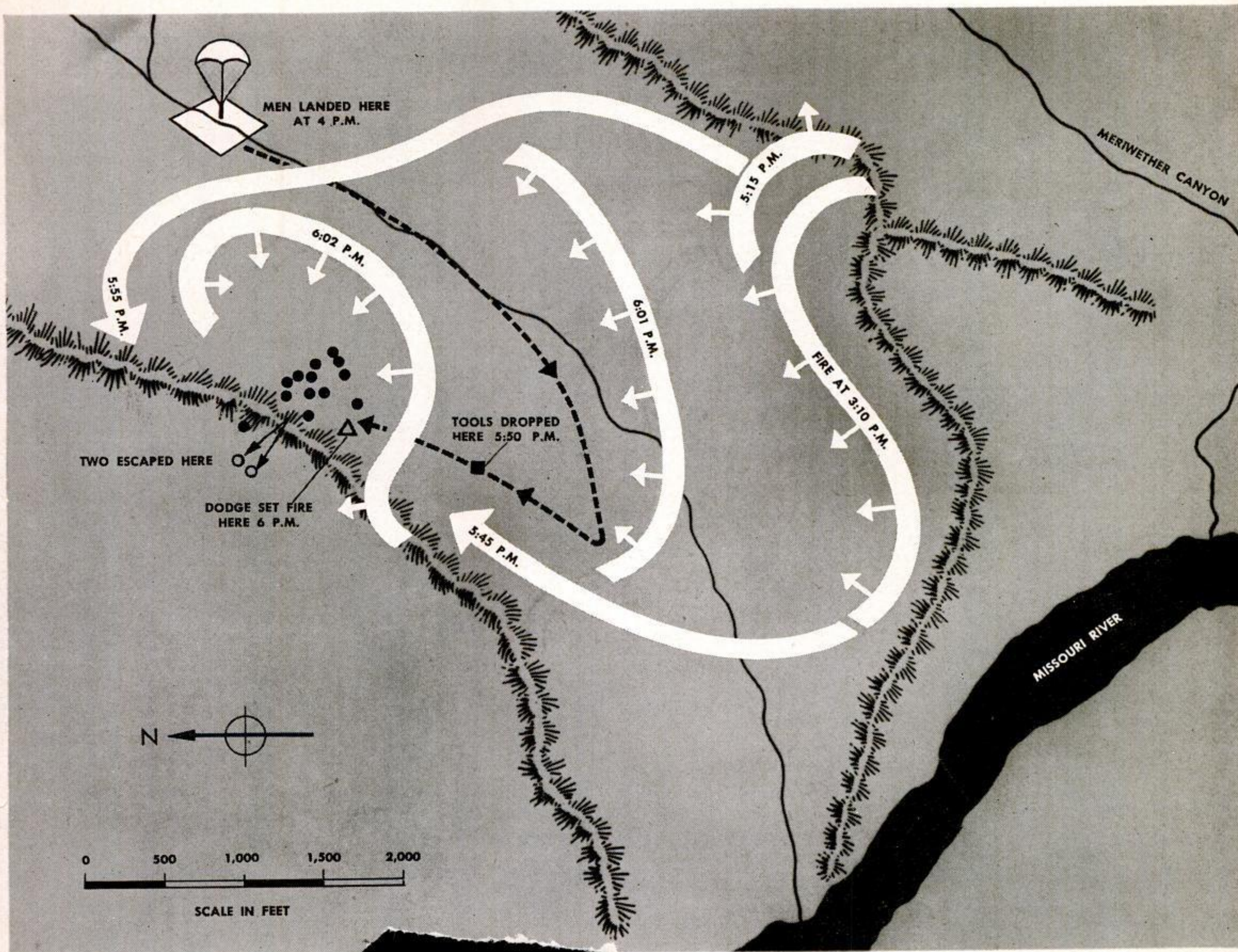
FANNED BY TREACHEROUS WINDS, FIRE GREEDILY EATS ITS WAY THROUGH HELENA NATIONAL FOREST LANDS

## HOW 13 FIRE FIGHTERS DIED IN MANN GULCH

It started with a lightning storm in Montana's Gates of the Mountains area, a wilderness traversed by Lewis and Clark in 1806. A lazy column of smoke curled up from desolate Mann Gulch, which is studded with fir and pine and carpeted with dry "cheat grass." A crew of smokejumpers piled into a C-47 at Missoula and headed east. Soon they were over the fire, and Foreman R. Wagner Dodge picked his jump spot near the head of the gulch. "Wag" Dodge jumped first. The landing was routine, and the men signaled that they were safe and set up a cargo camp. At 5 p.m. they headed down the gulch toward the Missouri to fight the fire, joined by Jim Harrison, fire guard from nearby Meriwether Canyon. By now the fire was "heating up," sending up black smoke and gasses that exploded high in the air. At 5:45 Dodge saw that it had struck across the gulch and was climbing toward them, cutting off access to the

river. Dodge shouted to his men to drop their heavy equipment and retreat. But another pincer of fire had crossed the canyon above them. Advancing like a force of massed flamethrowers, the enemy was rapidly shrinking their grassy pocket, and Dodge saw they could not get out. He lit a grass fire to burn out a small safety zone (*map*), stepped into it and yelled to his men to follow. Instead they fled up the slope, and he heard one say, "The hell with this; I'm getting out of here!" Then the whole superheated canyon seemed to explode. Flat on his burned ground, Dodge felt himself "in a big vacuum . . . I felt suddenly buoyant." In a few minutes it was over. Two of his men had scaled the ridge above to safety; two were alive but fatally burned; 11 lay dead where the fire had overtaken them, their clothes burned off and their canteens melted. The Mann Gulch fire raced on, to sear 5,000 acres before it was controlled.





**MAP OF FIRE**, prepared by Forest Service, shows how flames first sent pincers above and below the men, then swept across from right to left. After the men landed, the fire was burned

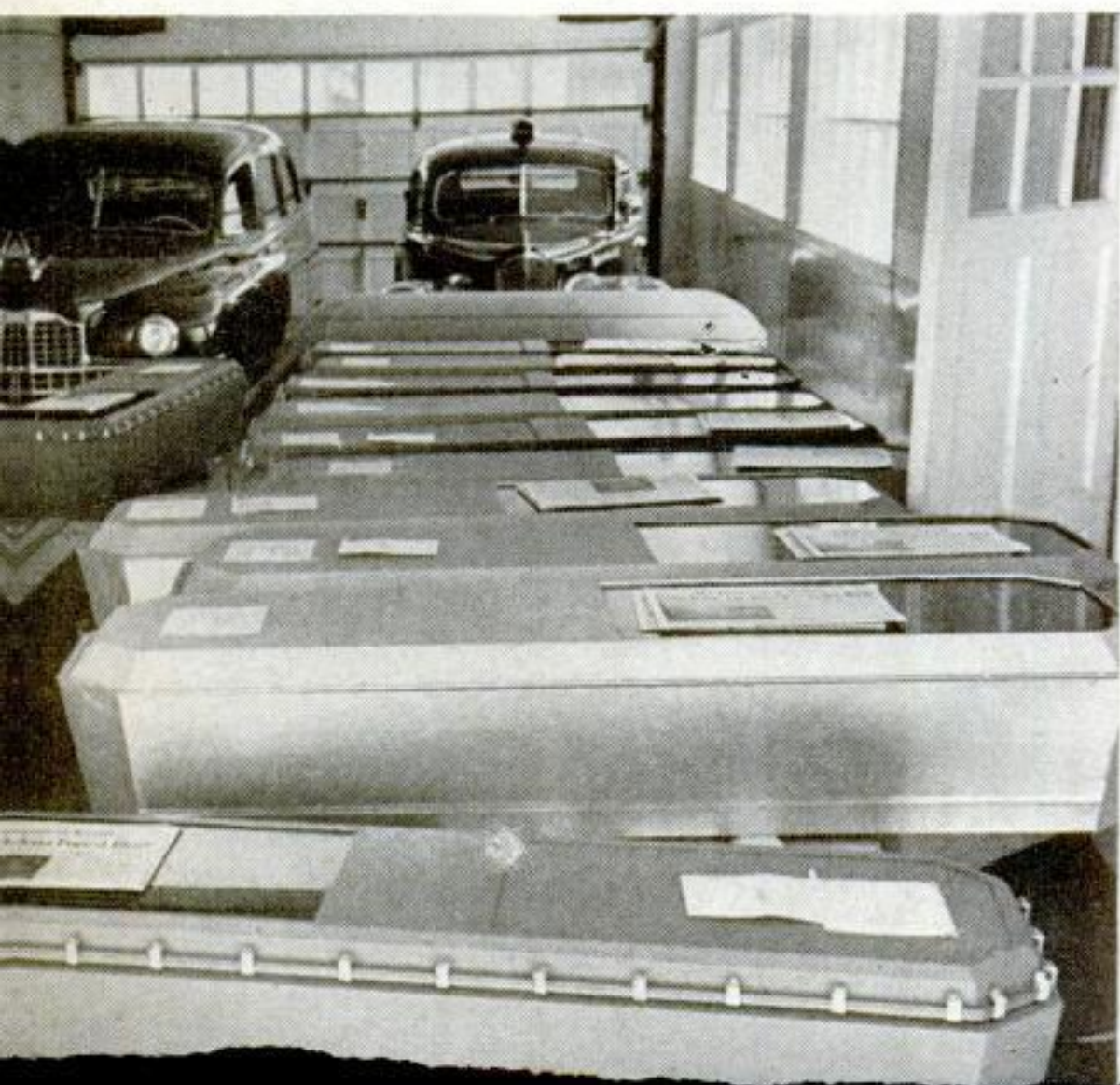
down Mann Gulch (left) and then up the higher ground (right).

higher ground (*left*), another pincer of fire struck across the gulch above them. The violent updraft from both pin-





**BODY** is brought to Hilger Landing, on nearby Missouri River, in sling attached to fuselage of helicopter. Its pilot made 11 trips from Mann Gulch to river with bodies.



## Smokejumpers CONTINUED

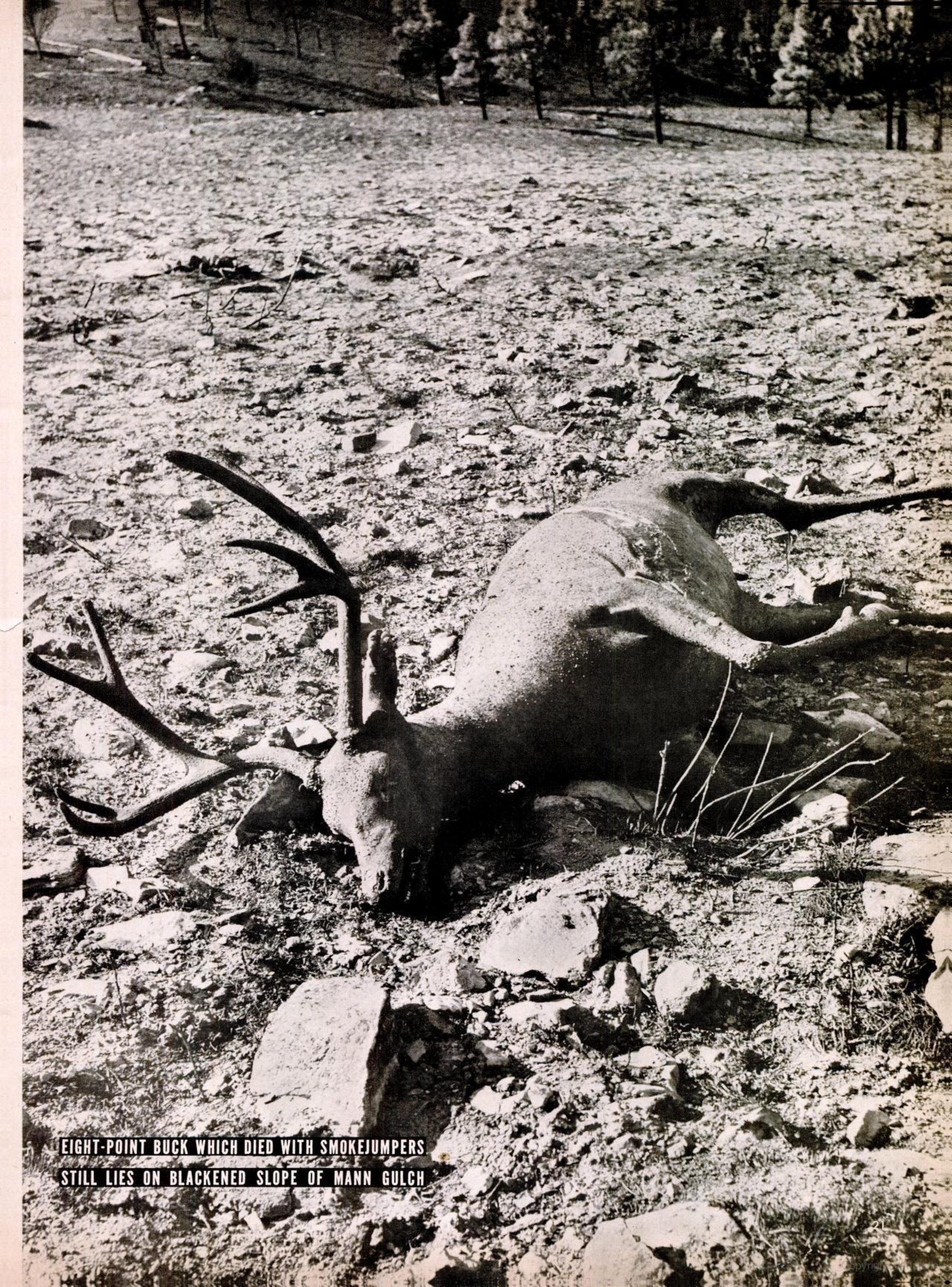


CLUTCHING A HANDKERCHIEF, FOREMAN "WAG" DODGE (RIGHT) LEAVES FUNERAL SERVICES FOR PHILIP McVEY

## THE SERVICE AWAITS NEW CALL

to fight 89 fires. This  
history of





**EIGHT-POINT BUCK WHICH DIED WITH SMOKEJUMPERS  
STILL LIES ON BLACKENED SLOPE OF MANN GULCH**





GLORIA SALUTES CARDBOARD FIGURE OF JIMMY OUTSIDE CHASEN'S RESTAURANT



JIMMY MEETS TWO MIDGETS WHO POPPED OUT OF A SERVING DISH AT THE PARTY



CHASEN'S RESTAURANT WAS GAILY LIGHTED FOR THE PARTY. FRIENDS NEEDLED JIMMY BY PUTTING UP SIGNS RECALLING STEWART PICTURES THAT WERE FLOPS



CAMERA-TOTING FANS CROWDED OUTSIDE BRENTWOOD PRESBYTERIAN CHURCH



BRIDE AND GROOM KISSED AFTER CEREMONY TO OBLIGE THE PHOTOGRAPHERS

# JIMMY STEWART IS MARRIED AT LAST

Jimmy Stewart had gawked and stammered his way through Hollywood till he was 41 years old, by which time not only his public but Hollywood itself accepted him as the Great American Bachelor: level-headed and goodhearted but just too shy to pop the question except in the last reel of a movie. Nevertheless the right girl came along at last: Mrs. Gloria Hatrick McLean, 31, an ex-model, who last year divorced the son of the Mrs. McLean who owned the Hope Diamond. Gloria's story of the courtship: "I

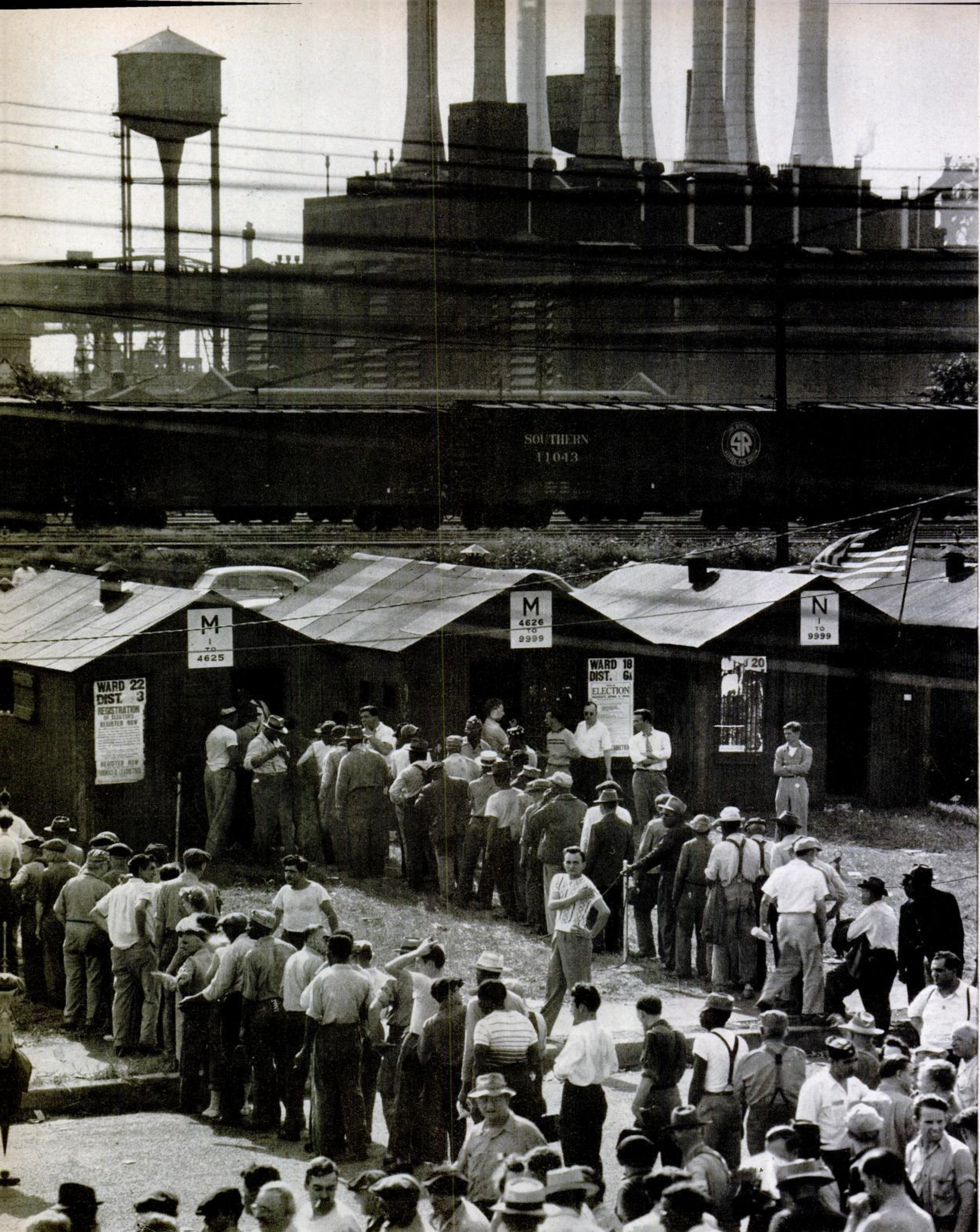
wasn't anxious for marriage with anybody when we first met but when he asked me I wasn't stuck for an answer." Jimmy's Hollywood friends, who waited 14 years for the event, put on a boisterous, midget-ridden, super stag party, where Jack Benny went around saying, "We can get funnier than this." There was a better show next day for Jimmy's fans when, in a Los Angeles church, he stood before an altar that was not part of a movie set and said to the woman by his side, "This ring I give thee. . . ."

SPLICED AND SMILING, JIMMY AND GLORIA MAKE THEIR EXIT FROM THE CHURCH →





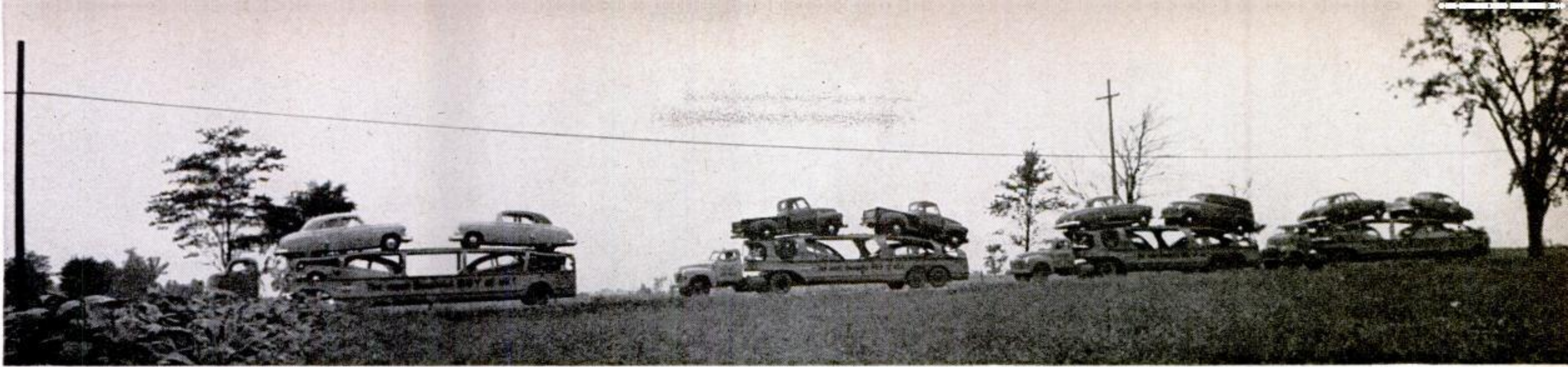




**AUTHORIZING A STRIKE**, members of UAW Local 600 line up to cast ballots in the shadow of Ford's River Rouge plant. The tally was 65,001 for, 9,549 against. This time

the issues are a fourth-round wage increase, pensions and company-financed medical care. Contract has expired, and Ford and the union are working on a day-to-day basis.





TRAILER TRUCKS LOADED WITH NEW CARS STREAM ACROSS COUNTRYSIDE NEAR THE CHEVROLET PLANT AT FLINT, WHERE THE PRODUCTION RATE IS 48-60 PER HOUR

# BOOM AND GLOOM

**Detroit's production nears record  
but strike threat hangs over Ford**

Last week Detroit was producing automobiles at a rate unprecedented in history. The August production schedule called for 560,000 passenger cars, and as the assembly lines hummed along it looked as though the monthly record of 537,564, set during a freak spurt in 1929, would surely fall. Automobiles were pouring out of town on trucks, freight cars and ships, and still the manufacturers' lots were crammed with vehicles awaiting transportation.

But there was no rejoicing in Detroit. On Aug. 8,

9 and 10 the United Automobile Workers, negotiating a new contract with Ford, authorized their leaders to call a strike if and when the leaders considered it necessary. Remembering the last strike at Ford (May 5-June 30 of this year), the whole city shuddered. Local business has not yet fully recovered from its effects and is ripe for disaster if another prolonged strike occurs. Production was a great big beautiful basket of roses, but that dark, motionless spot in the center looked like a black widow spider.



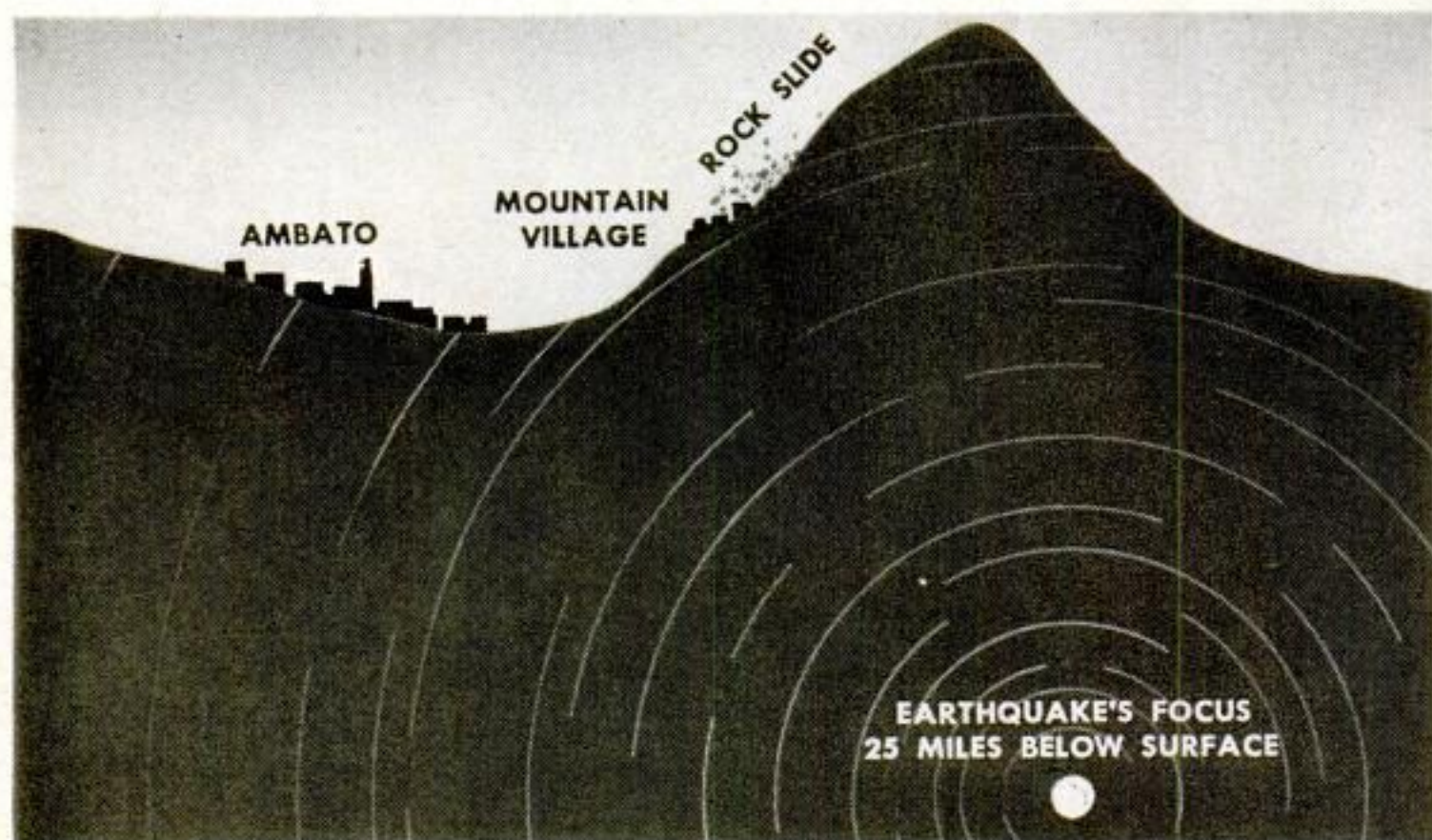
**AWAITING TRANSPORTATION**, new De Soto cars stand in a railroad loading lot on Detroit's West Side. The lot contains 1,000 cars, worth about \$2.5 million at current

prices. During first week in August, De Soto turned out almost 3,000 automobiles, 700 more than in the same week in 1948 when production was thought to be in high gear.





ROLLING SHOCK WAVES COMPLETELY COLLAPSED THE VILLAGE OF PELILEO, LOCATED IN THE HEART OF THE EARTHQUAKE AREA. HERE, WHERE 3,200 DIED, THE FIRST



**CUTAWAY VIEW** of quake area shows focal point 25 miles deep at 1° lat. 78° long., 45 miles from Ambato. As the rock strata twisted and finally cracked along fault lines which parallel west coast of the Americas, shock waves moved upward to the earth's surface, collapsing buildings, loosening rock slides which cascaded down into valleys.

## DISASTER STRIKES ECUADOR

In the shadow of the Andes 5,000 die in earthquake

Like a nation reeling after total war, Ecuador last week was digging out of ruins left by the worst earthquake to hit the Western Hemisphere in a decade. The subterranean shock (*left*) flattened villages and towns over a 1,500-mile area along the eastern Andes. In the cities buildings tottered and fell on terrified people as the earth rolled beneath them; thousands more were buried by rock slides thundering from the mountains, which buried farms and villages. A cold rain prevented fires but added to the miseries of over 100,000 homeless survivors who huddled in tents and blankets waiting for relief supplies which the U.S. and other Hemisphere nations sent in by air. Seismologists rated it a shock of 7.5 density, less than San Francisco's 1906 disaster (density: 8.25) which took 1,000 lives, or Tokyo's 1923 quake and fire (8.5 density and 143,000 casualties); but to mountainous Ecuador it was a catastrophe which had wiped out more than 5,000 lives and much of the nation's richest food-producing area.





**FEW SURVIVORS HAVE RETURNED TO SEARCH FOR THEIR HOMES AND THEIR DEAD**



**VILLAGERS RETURN**, equipped with picks and shovels, to bury their dead and dig out homes. Thousands fled to open countryside at the first tremors of coming quake.



**PRAYERS ARE OFFERED** by surviving residents of Latacunga around statue which came through unharmed. Though damage was heavy in this village, only 11 were reported dead. Closer to path taken by shock waves, four other towns were completely flattened.



**AT AMBATO CATHEDRAL** rescuers labor to dig out the bodies of 70 people, including 60 children, who sought refuge in the centuries-old edifice. The dead at Ambato totaled over 500. Fissures (below) appeared near center of quake on the earth's surface.



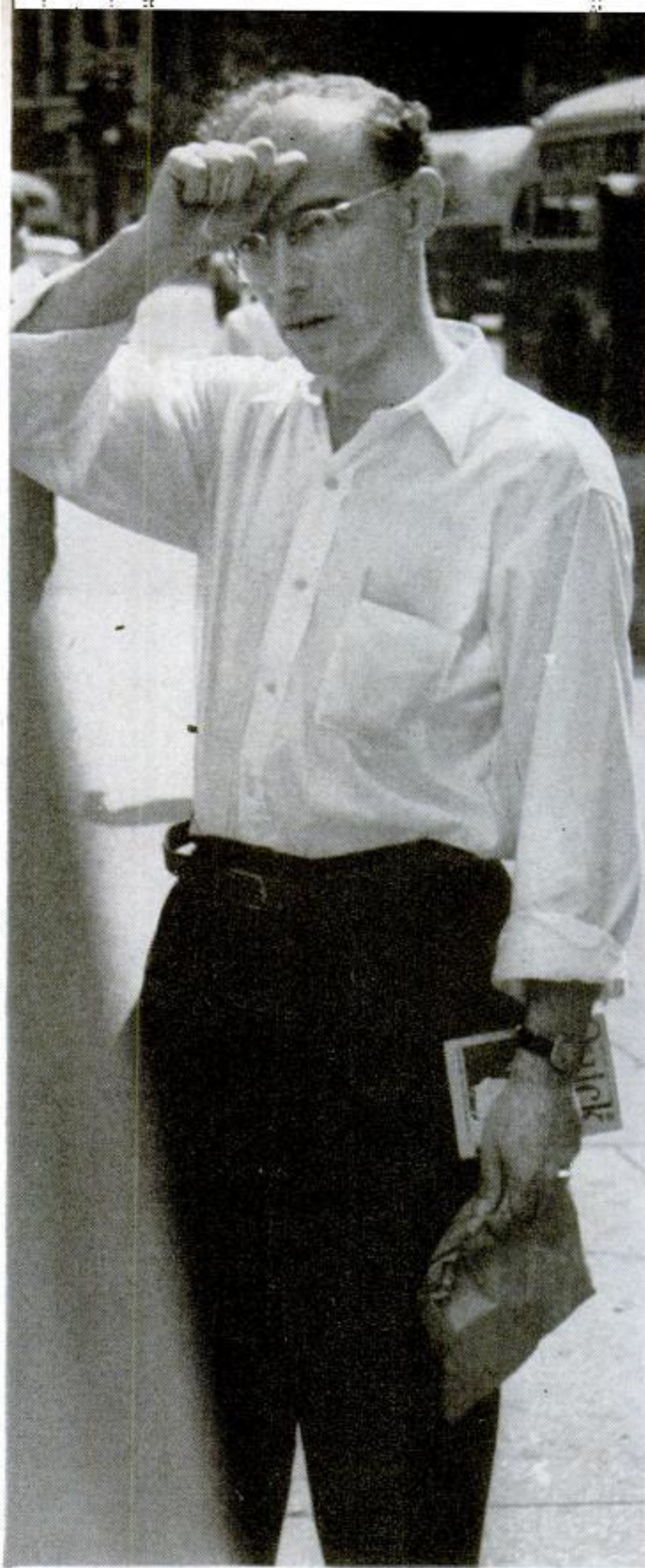


## TODAY'S TEMPERATURES

New York...	99°	Los Angeles	75°
Albany...	96°	Louisville	93°
Atlanta...	90°	Memphis	95°
Atlantic City	87°	Miami	87°
Baltimore	93°	New Orleans	93°
Birmingham	93°	Philadelphia	96°
Boston	101°	Pittsburgh	93°
Chicago	94°	St. Louis	94°
Cleveland	95°	Savannah	87°
Houston	91°	Washington	95°
Jacksonville	92°		

## IN NEW YORK THE HEAT WAS JUST GOSH-AWFUL...

In front of New York City's air-conditioned Rivoli Theater last week the perspiring citizens pictured on the right studied a sign (above) which gave not only the New York temperature (99°) but that of 20 other cities and the theater's own cool 72°. Most common reaction: "Boston—A hunnert an' one!"



IN 1946 AND 1948 COLONEL HUNT GOT FRIENDLY MEMENTOS FROM WHITE HOUSE



AT DEMOCRATIC CONVENTION MARAGON MET TRUMAN'S BROTHER VIVIAN (RIGHT)

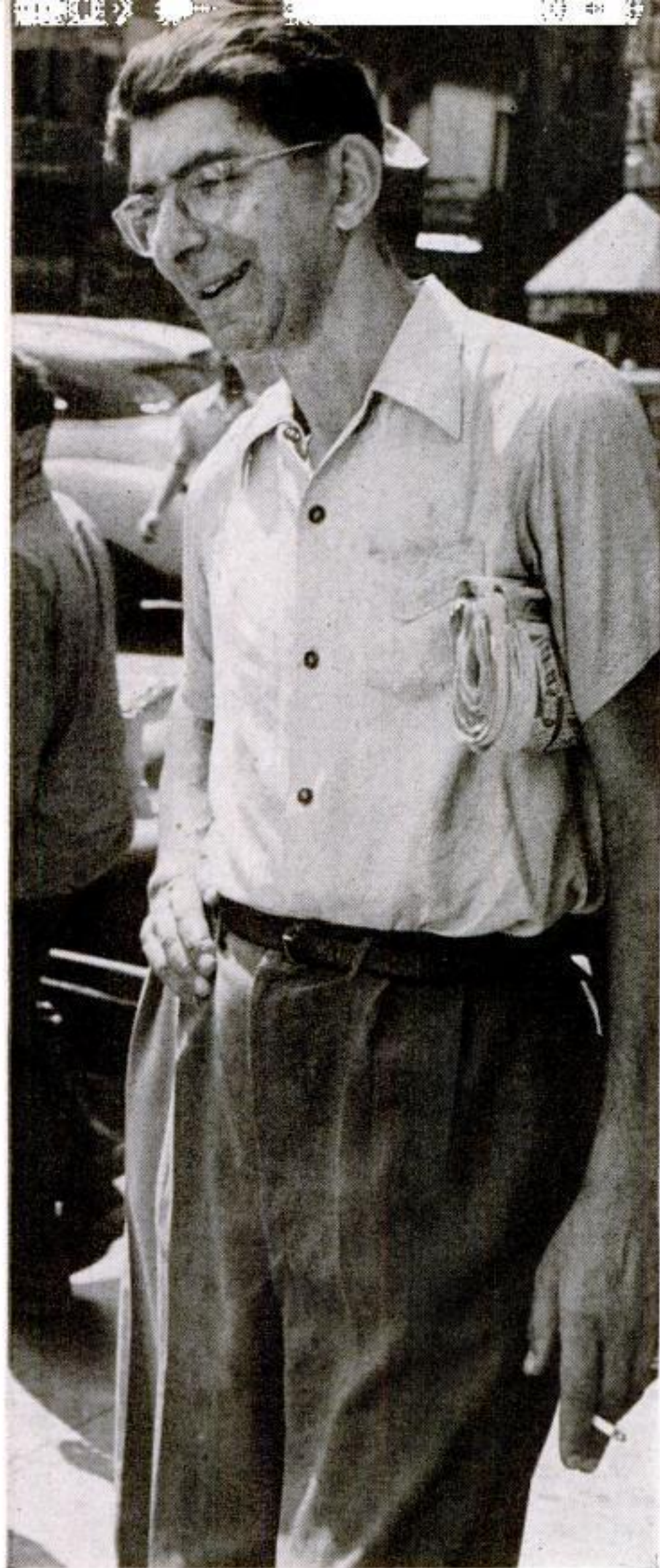
## ... BUT WASHINGTON HAD A REAL "DEEP FREEZE"

Although it was just as hot in Washington as it was in New York, some current historians suspected that the seven days of August 7-13 might come to be celebrated as the week of the deep freeze. The chill came from the congressional committee investigating Washington's "five percenters," and by week's

end it was frosting up the White House's iron fence.

The committee had heard Federal Housing Expediter Tighe Woods testify that Major General Harry Vaughan, President Truman's military aide, had helped the operators of the Tanforan racetrack get critical building materials. This, Woods said, was at





**MARAGON TELLS REPORTERS HIS LIFE STORY**

**MARAGON IS POPULAR WITH HOUSE WAITERS**

**BUT HE IS REFUSED HANDSHAKE BY MONTANA'S SENATOR MURRAY**

the behest of Five Percenter James V. Hunt (LIFE, Aug. 1). He also named Promoter John Maragon as a participant in the deal.

But Maragon, who rose from Kansas City boot-black to capital "contact man," disclaimed questionable connections with friends James Hunt and

Harry Vaughan and acquaintance Harry Truman. Maragon's disclaimer was only a few days old when the committee learned that friendly Harry Vaughan had once given some deep freeze units to Harry and Bess Truman, Chief Justice Fred Vinson and Secretary of the Treasury John Snyder. A manufacturer

who later became one of Hunt's clients said he supplied the freezers, but that they were paid for by the Verley perfume company of Chicago. The committee was not surprised to learn that Verley's Washington representative was busy John Maragon, who was still trying hard to preserve his contacts (right).



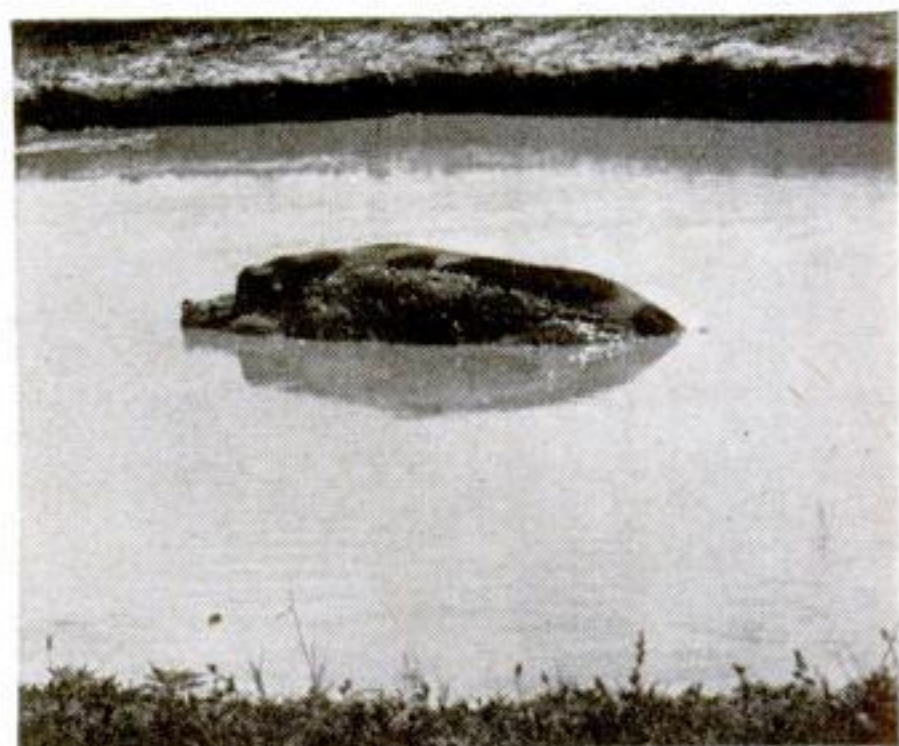
# WHAT NEXT FOR ASIA?

## IF WE QUIT CRYING OVER SPILT MILK, WE STILL HAVE A CHANCE



### AESOP WOULD LIKE THIS

The connection between the unhappy boxer above and the happy pig below requires a little explanation. The dog came to grief in Michigan last week when it got curious and a little outraged about a porcupine. The pig is just a plain old Indiana pig, photographed as he was making the best of a hot day—not bothering anybody, not even bothering to move, just minding his own business and enjoying life. It all goes to show that even in the animal world it pays to tend to your knitting, be tolerant of the unusual and live and let live. A pig in a puddle is a beautiful study in contentment and repose, and is symbolic of something the human race could use more of. In many ways the pig is an exemplary citizen. He is remarkably considerate of his fellows, almost to the point of ignoring them except for the vague and unspoken pleasure of their company. True, his philosophy may be a little self-centered; charity, unfortunately, is as remote from his thoughts as malice. But all in all, though he is hardly a brilliant chap, he has a great deal of common sense.



Well, State Department, what now? After writing off China, as we did in the white paper, do we just sit by and let all of Asia go to the Communists—or do we get busy?

The question has to be answered in a hurry, or the Communists will answer it for us. In Asia the clock is ticking very fast these days. Unless we have the intelligence and courage to move quickly, the moment for action will have passed.

The Asiatic leaders recognize the crisis and are steaming with impatience. President Elpidio Quirino of the Philippine Republic has been visiting in Washington, talking up a Pacific pact and warning the U.S. that it must not "tarry too long" in shaping up a new Asia policy. China's Chiang Kai-shek and President Syngman Rhee of Korea have issued a joint statement calling for a conference on Pacific union to be held at the Filipino city of Baguio. Even the Dalai Lama of Tibet has announced his opposition to communism. These Asiatic leaders are trying to save a situation; meanwhile the U.S. has been going to ridiculous extremes to save its face.

In the white paper our State Department proved to its own satisfaction that Chiang Kai-shek and his Kuomintang party were the sole engineers of China's collapse. We had nothing whatever to do with it. The fact that we dealt Manchuria and Dairen to Stalin without asking China's permission had nothing to do with it. Our efforts to foist a Communist coalition on Chiang had nothing to do with it. We were blameless.

Maybe so. At the moment it hardly matters. Let us grant, for the sake of argument, that Chiang's government was hopelessly corrupt and inefficient from the start. Let us grant that north and central China were both doomed to become Communist, and that Canton's fall is as inevitable as the moon's pull on the tides. The fact still remains that we must forge a new policy for Asia. We must still contain the eastward sweep of communism on some periphery unless we are prepared to be contained by communism ourselves.

The real tragedy of the State Department's white paper is that its preparation occupied a great deal of important time, energy and brains that might better have gone into the business of creating a new policy for the future. Korea, the Philippines, Australia, India, Pakistan and Southeast Asia—all are critically concerned with coming events while we, the most powerful nation on earth, set up a wailing-wall to bemoan the past. True, we have appointed a blue-ribbon policy board under Ambassador-at-Large Philip Jessup to assess the situation and come up with suggestions from time to time. Boards of this sort, as someone once complained, are apt to be "long, wooden and narrow." And even granting that Dr. Jessup and his mates will come up with something breath-taking after due deliberation, this still does not absolve the State Department from its responsibility for an interim program which will give sense, direction and hope to our Pacific policies *right now*.

What would constitute a sound, hope-building interim program? One: we could declare it our intention to use our naval and airpower to hold all key coastal and off-shore positions in Asia—from Japan to Singapore. Two: we could start conversations looking to a co-ordination of U.S., British, Dutch, French and Portuguese policy in Asia. Three: we could react warmly and creatively to Quirino's idea of a Pacific pact and a Pacific union of non-Communist Asiatic and Australasian states. Four: we could throw our money, both public and private capital, into development (not exploitation) of industry in India, Indonesia and elsewhere. Five: we could state that we intend to use our power and moral influence to help all Asiatic peoples to be self-governing as soon as possible. Six: we could offer some limited military help and advice to all areas under active or imminent attack by Communist-led forces, such as South China and Indo-China.

In a world in which power alone seems to talk, some of these points might be laughed off as mere moralizing gestures. But a good moral position is usually conducive to noble action at some later stage, and a direction must be set before feet can begin moving in unison.

We are all for having the Jessup committee doing some solid study and some solid thinking. But we owe it to non-Communist Asia to have an active policy in effect as of now. We should have had a program ready for statement to President Quirino on the date of his arrival in Washington—it bodes no good for the future to greet a potential ally with the diplomat's version of the brush-off. Since we missed the psychological moment with Quirino, it is doubly important to make amends in time for the visit of India's Pandit Nehru, who will be in the U.S. in October.

Pandit Nehru (LIFE, Jan. 24) is Asia's greatest statesman and diplomat, a man with vast qualities of courage and leadership. He heads a nation of some 320 million people, most of whom regard him with a devotion that almost amounts to reverence. If we can find the right formula for joining our strength with his, the future of Asia and the world will become much brighter.

Our program should be ready no later than the day Nehru sets foot on U.S. soil. The Communists presumably are out to "get" Nehru; unless he knuckles under to Moscow's wishes he may be made the Chiang Kai-shek of India during the next historic period of Comintern vilification and character assassination. We owe it to ourselves and to all of non-Communist Asia to put heart into Nehru for the ordeal that lies ahead. Even more, we owe it to the world to put heart into ourselves. North and central China, even Canton, may be beyond immediate salvage. But the rest of Asia, the whole round sweep of peripheral Asia, can still be held for freedom even as Western Europe and the Near East have been held. It cannot be saved, however, if we continue to sit on our hands and contemplate the past.





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STRONG FOR IT!"



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that's why folks choose *Campbell's*



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Lift a glass of ice-cold Campbell's Tomato Juice to your lips... take one sip... and right then and there you know this is a different, *better* tomato juice!

For Campbell's is the one with the fresh-tomato flavor—the tangy taste of sun-ripened tomatoes right off the vine. And that fresh-tomato flavor didn't just happen. It comes from the world's finest tomatoes... luscious red beauties grown specially for Campbell's from special seed. And Campbell's special process *retains* their full, rich flavor at its glorious best.

Millions prefer Campbell's Tomato Juice. *You try it!*

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I CALL FLAVOR!"



*Campbell's*  
**TOMATO JUICE**



SIZES { 13½ oz.  
46 oz.

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1 All-around sport shirt, Van Gab gabardine. Famous Lo-No two-way collar... \$4.95



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4 Wide-spread Van Britt in broadcloth or oxford \$3.65. Tie, Van Cruise Foulard \$1.50



5 Stock up on always popular oxford button-downs, in white or solid colors... \$3.65



6 No education complete without Century shirt's "won't wrinkle ever" collar... \$3.95



7 Van Tux, fine pique tuxedo shirt. Collar, regular or wide-spread, is attached... \$5.95

**back-to-school or back-to-business...**

**14 ways  
to be  
smarter**



8 Wide-spread Van Britt comes in Balder Look pastel colors, fine broadcloth... \$3.95



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10 Bolder Look shirts, \$3.95 call for Balder Look Repp ties in shirt-mate colors... \$2.00



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Now's the time your wardrobe needs Van Heusen's complete refresher course. 14 subjects assure you a master's degree for style. You'll be best-dressed man in the office or on the campus with Van Heusen. Famous Van Heusen seamanship... lab-tested fabrics—you get a new Van Heusen shirt free if it shrinks out of size. Show this page to your Van Heusen dealer and smarten up for Fall. Phillips-Jones Corp., New York 1, N. Y.

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13 Van Heusen pajamas are loose in the right places. Popular tuxedo model... \$4.95



14 Solid colors, Mandarin-style, make you look smart even while you sleep... \$4.95



# LIFE CONGRATULATES

## HERBERT HOOVER

The former President, who in his own words has had "every honor to which any man can aspire," celebrated his 75th birthday on Aug. 10 at Stanford University, where he was a member of the first four-year graduating class in 1895. The crowd sang *Happy Birthday*, Harry Truman sent a telegram, and Congress saluted him with a joint resolution. Then, before a Palo Alto audience which included five of his six grandchildren (*below*), Mr. Hoover delivered an elder statesman's valedictory—a solemn warning against government spending and collectivism in which he used the phrase "Think it over" seven times. Said Mr. Hoover:

"Taking out holidays, Sundays and average vacations, there are about 235 working days in the year. This total of 81 days' work a year for taxes is about one week out of every month."

"We have not had a great socialization of property, but we are on the last mile to collectivism through governmental . . . spending of the savings of the people."

"There is far more courage in reducing our debts than in increasing them. . . . There are many comforting things that should be deferred. . . ."

"If we adopt the federal government's estimate of such a desirable standard [of living] . . . spending will absorb between 75% and 85% of all of the savings of the people. In practice it does not work evenly. The few will have some savings, but the many must reduce their standard of living to pay the tax collector."

"The slogan of a 'welfare state' has emerged as a disguise for the totalitarian state. . . . Thomas Jefferson would not recognize this distortion of his simple word 'welfare' in the Constitution."



HOOVER'S GRANDCHILDREN



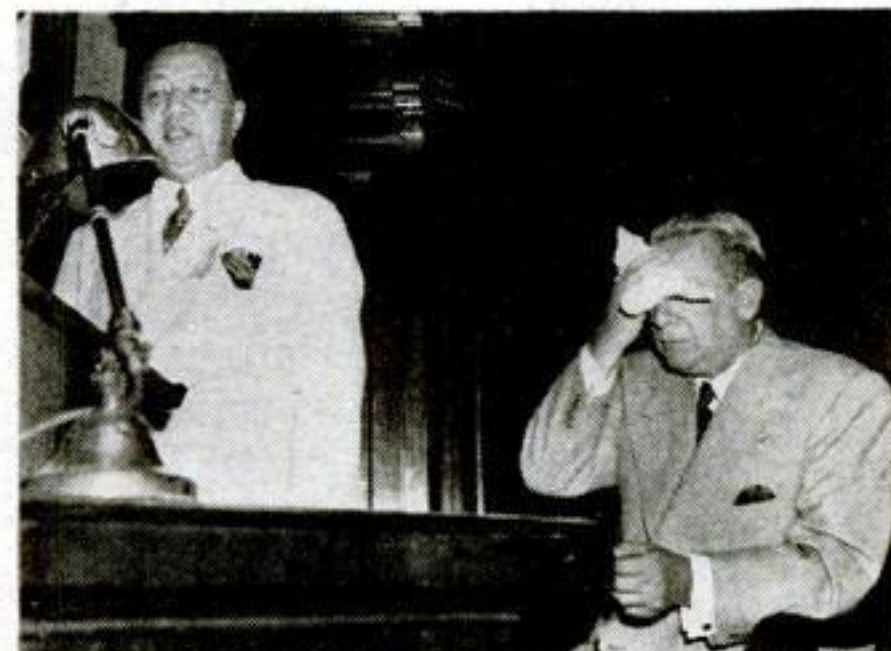
DUKE OF WAYNE KNOLLS NINTH

A yearling bull, the property of Mr. and Mrs. Harold Etling of Marshallville, Ohio (*above, left*), he was judged supreme champion of the U.S. Angus breed at Keeneland, Lexington, Ky.



MR. AND MRS. JOHN DOS PASSOS

The 53-year-old novelist of post-World War I left-wing disillusionment, who later became a leading anti-Communist, was married on Aug. 6 at Towson, Md. to Mrs. Elizabeth Holdridge.



ELPIDIO QUIRINO

The president of the Philippine Republic visited New York City on Aug. 11. He made a speech at City Hall in spite of the 92° heat that had Mayor William O'Dwyer mopping his brow.



## RALPH BUDD



The president (above) of the Chicago, Burlington and Quincy Railroad, fourth longest in the U.S., prepared to quit work Sept. 1, at the age of 70, living up to a retirement rule he made himself. An Iowa farm boy, Budd started railroading on the Chicago Great Western, went to Panama in 1906 to rebuild a road required for the Canal, later became a protégé of the Great Northern's "empire builder," Jim Hill. In 1919 he was made president of the Great Northern, which has effective control of the Burlington. Budd started running that road in 1932 when the "Q," like all railroads, had been hard hit by the depression, brought it out of danger by pioneering lightweight trains which cost less to run (his *Pioneer Zephyr*, in 1934, was the first diesel streamliner to operate on a regular schedule). Budd also became known as a "presidents' president" because he trained so many rail executives, including the men at right, all heads of big roads. One of them is Budd's successor as boss of the "Q"—56-year-old Harry Murphy, who started as a section hand.



JOHN IRELAND

He and Actress Joanne Dru were married Aug. 7 in La Jolla, Calif.—each for a second time. Ireland wore a tie instead of usual sport shirt and had two best men, one of whom missed the ceremony.



GENERAL OMAR BRADLEY

The Army Chief of Staff, here relaxing with his 3-year-old grandson, "Hank" Beukema, got a bigger job—chairman of the Joint Chiefs of Staff, a post set up by the new military unification law.



"Someone ought to tell the Smiths about American Express Travelers Cheques."

You don't need an armored car, when you travel, if you carry American Express Travelers Cheques. They're the safe and sensible way to protect your travel and pocket cash. For if they're stolen or lost you get a prompt refund. And to spend these cheques *anywhere* the only identification you need is your signature, because they're the most widely accepted cheques in all the world.

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## AMAZING THING! *By Cooper*

SENSATIONAL NEW TING  
FOR  
**ATHLETE'S  
FOOT**

—REGULAR USE HELPS  
RELIEVE ITCHING—  
SOOTHES BURNING  
BETWEEN CRACKED,  
PEELING TOES—  
AIDS HEALING  
AMAZINGLY!

TING FOR  
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DURING  
WAR USED  
IN  
HOSPITALS  
NOW  
RELEASED TO  
DRUGGISTS,  
GUARANTEED,  
TING MUST

SATISFY YOU  
IN A WEEK—  
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MONEY BACK!

IN LAB TESTS  
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EFFECTIVE IN  
KILLING SPECIFIC  
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60 SECOND  
CONTACT!

EVEN IF OTHER PRODUCTS  
HAVE FAILED, TRY  
AMAZING TING TODAY!  
GREASELESS, STAINLESS!  
ALL DRUGGISTS

ONLY 60¢

... ALSO AVAILABLE IN THE NEW \$1.00 ECONOMY SIZE.



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## ... AND HIS PUPILS



**JOHN D. FARRINGTON**  
President, Rock Island



**FRANCIS JAMES GAVIN**  
President, Great Northern



**LUCIAN C. SPRAGUE**  
President, Minneapolis and St. Louis



**HARRY C. MURPHY**  
President-designate, Burlington



**FREDERIC B. WHITMAN**  
President, Western Pacific



**FRED G. GURLEY**  
President, Santa Fe



**GEN. J. LAWTON COLLINS**

"Lightning Joe," who in 1944 led the VII Corps break-through at St. Lô, Normandy, was named to succeed Bradley as Army Chief of Staff. Collins had previously been vice chief under Bradley.



**YVONNE MARSH**

At a schoolgirls' handicraft exhibit which began Aug. 5 in London's Royal Horticultural Hall, she properly justified her selection as Perfect English School-girl by reciting poetry (above).

## "MY LOVELIEST ANNIVERSARY ...THANKS TO FLOWERS-BY-WIRE!"

Every woman feels so happy, so loved,  
if you remember her with beautiful  
fresh FLOWERS at Anniversary time:



*Gown by Milgrim*



### Gentlemen: Results are Great!

That warm glow produced by gorgeous Anniversary FLOWERS is for *you*. It's easy to create . . . any official F.T.D. FLORIST will speed your FLOWERS *anywhere* in a few hours.

### And Costs are Low!

Take your choice of wonderful corsages, bouquets, or plants from \$5.00 and up (plus telegraph charges). Place your order *only* with a FLORIST who displays the Winged Mercury Emblem: That Emblem means satisfaction is guaranteed. You'll be sending the grandest, most perfect Anniversary remembrance possible!

*Say it with FLOWERS-BY-WIRE*

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**READY FOR**  
**Back to School!**

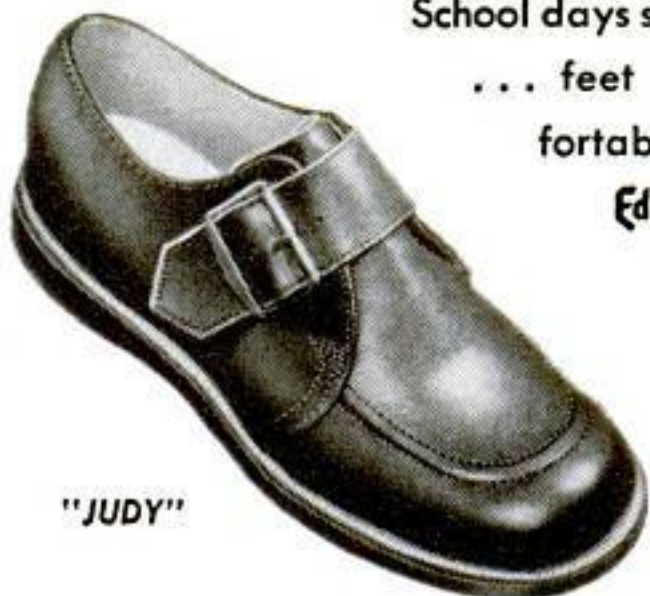
School days seem extra long after vacation  
... feet become restless. Now, comfortable shoes are extra important.  
Edwards shoes have just this comfort quality.

**INSIDE**—Well-fitting Edwards shoes are easy on the feet, comfortable as an old glove. No pinching or binding to spoil classroom concentration.

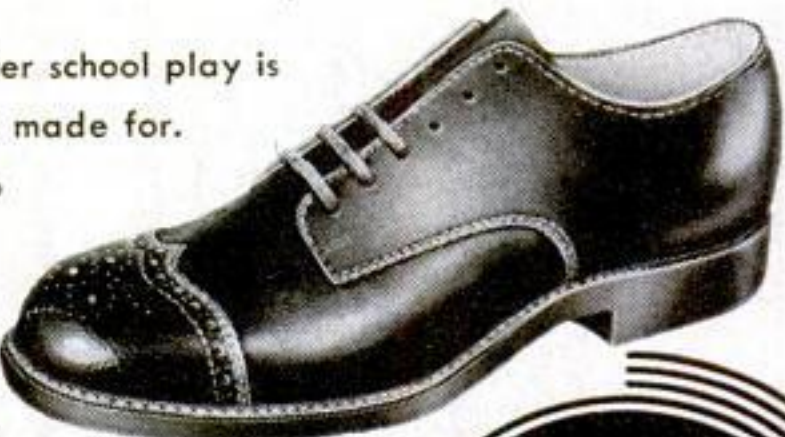
**OUTSIDE**—Rough after school play is just what Edwards are made for. Long wear is built into every pair.

**ALL AROUND**—Edwards shoes for children are neat, comfortable, well fitting and "tough." A safe and sound investment for your shoe dollar.

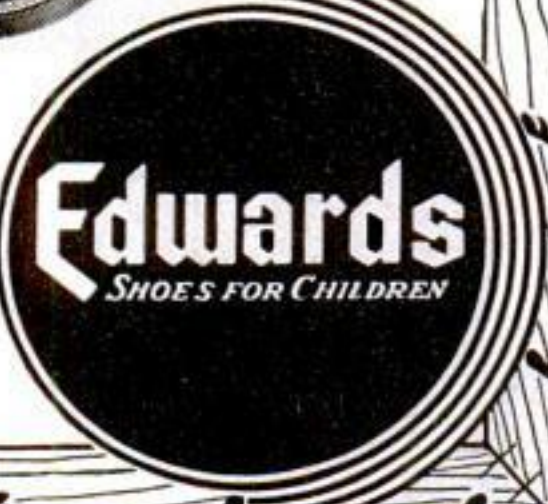
Edwards, 314-22 N. 12th St., Phila. 7, Pa.



"JUDY"



"SHIELD-TOE"




IN HOSPITAL A TV CAMERAMAN SHOOTS MRS. LUPICA AND CHARLEY JR.

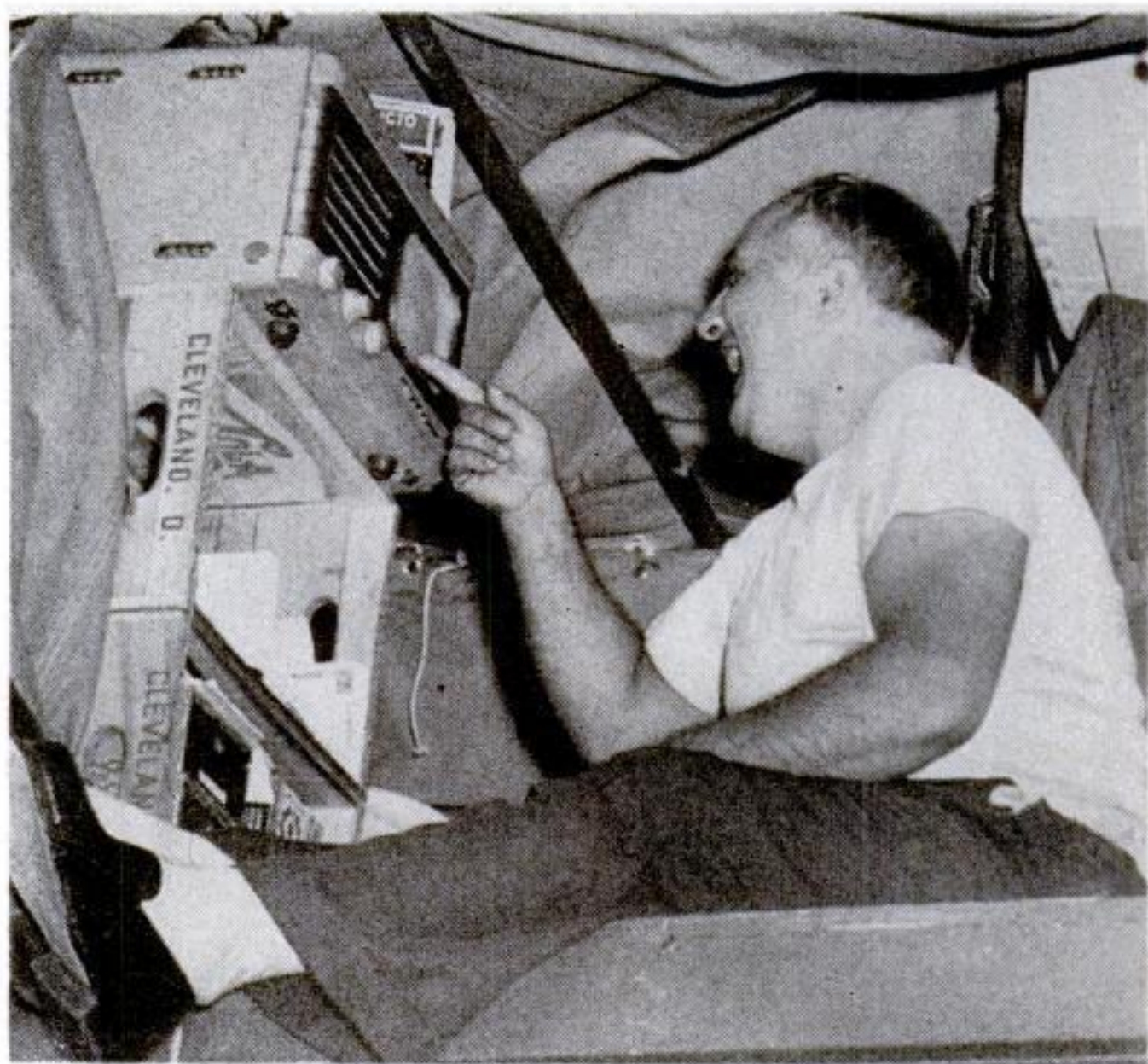
## POLE-SITTER'S BABY

Charley Lupica sees day-old son on television



THIS IS WHAT LUPICA SAW ON TV



On May 31 Charley Lupica, a Cleveland medicine and notions store proprietor, climbed on top of a 16-foot flagpole and vowed to stay there until the Cleveland Indians took over first place in the American League. A fortnight ago, however, he almost weakened. Mrs. Lupica was having a baby and the hospital nurses were a little sore; they thought Lupica should come down. He almost did, but finally, on the night of Aug. 7, the baby was born—with the Indians' President Bill Veeck paying all bills. Next day a television cameraman visited Mrs. Lupica and Charley Jr. (above), and that night Lupica saw them from his perch on a TV newscast (below). Three days later he broke the U.S. pole-sitting record of 71 days. The Indians were having trouble getting him down; true, they had climbed from seventh place to second, but they showed no signs of going any higher.



LUPICA LAUGHS as he sees his son on TV set installed by local dealer. He now calls himself "Shipwreck," name used by two earlier flagpole champions.

*"Dear me, tut tut," said Mr. Tutt,  
"I do want Welch's Cocoanut!"*

People from coast to coast say that this is their favorite candy bar because they like its fresh cocoanut flavor and the wonderful way the chocolate coating blends with its rich creamy center. If you have never eaten one of these bars, we hope you will try one soon, and we are certain you will enjoy it.

We say it's...  
"The World's  
Best  
Cocoanut  
Candy"



# LUCKIES PAY MORE

to give you a finer cigarette!

Yes, at tobacco auctions Lucky Strike pays millions of dollars more than official parity prices for fine tobacco!

There's no finer cigarette in the world today than Lucky Strike! To bring you this finer cigarette, the makers of Lucky Strike go after fine, light, naturally mild tobacco—and pay millions of dollars more than official parity prices to get it! So buy a carton of Luckies today. See for yourself how much finer and smoother Luckies really are—how much more real deep-down smoking enjoyment they give you. Yes, smoke a Lucky! You'll agree it's a finer, milder, more enjoyable cigarette!

DAN CURRIN, independent warehouse operator of Oxford, N. C., has smoked Luckies for 20 years. He says: "To me, Luckies taste better. I've seen the makers of Luckies buy fine, prime tobacco, you know!" Here's more evidence that Luckies are a finer cigarette!

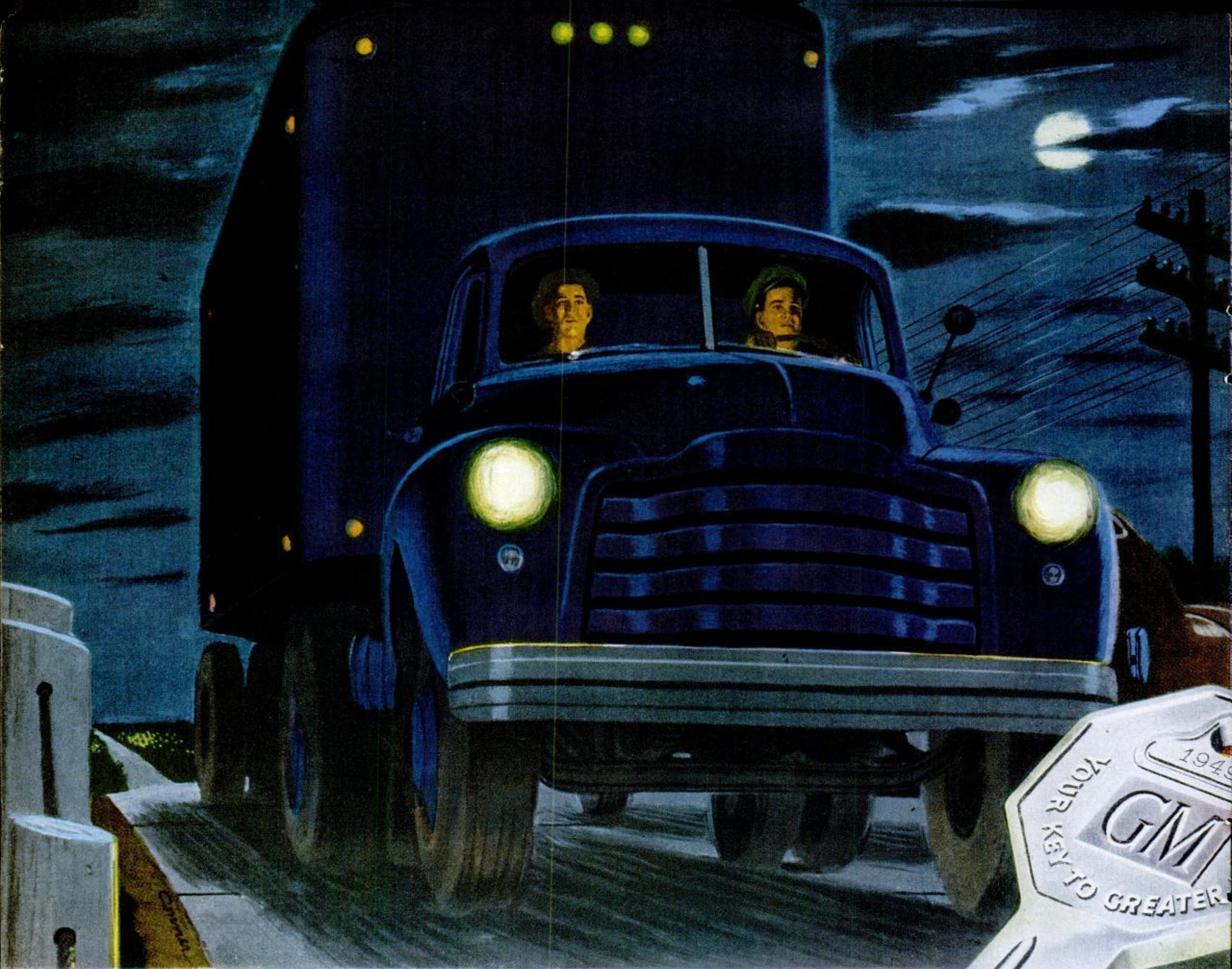


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***L.S./M.F.T. — Lucky Strike Means Fine Tobacco***

**So round, so firm, so fully packed—so free and easy on the draw**





All of GM's automotive research, engineering and production facilities stand behind GMC and Chevrolet heavy-duty trucks—plus the advantages of special equipment and skill aimed at better ton-mile transportation for the truck-buyer.



GM research found the way to reduce the bulk of Diesel engines—and keep their brawn—providing extra space and better power for workhorses of the sea like this fishing boat.

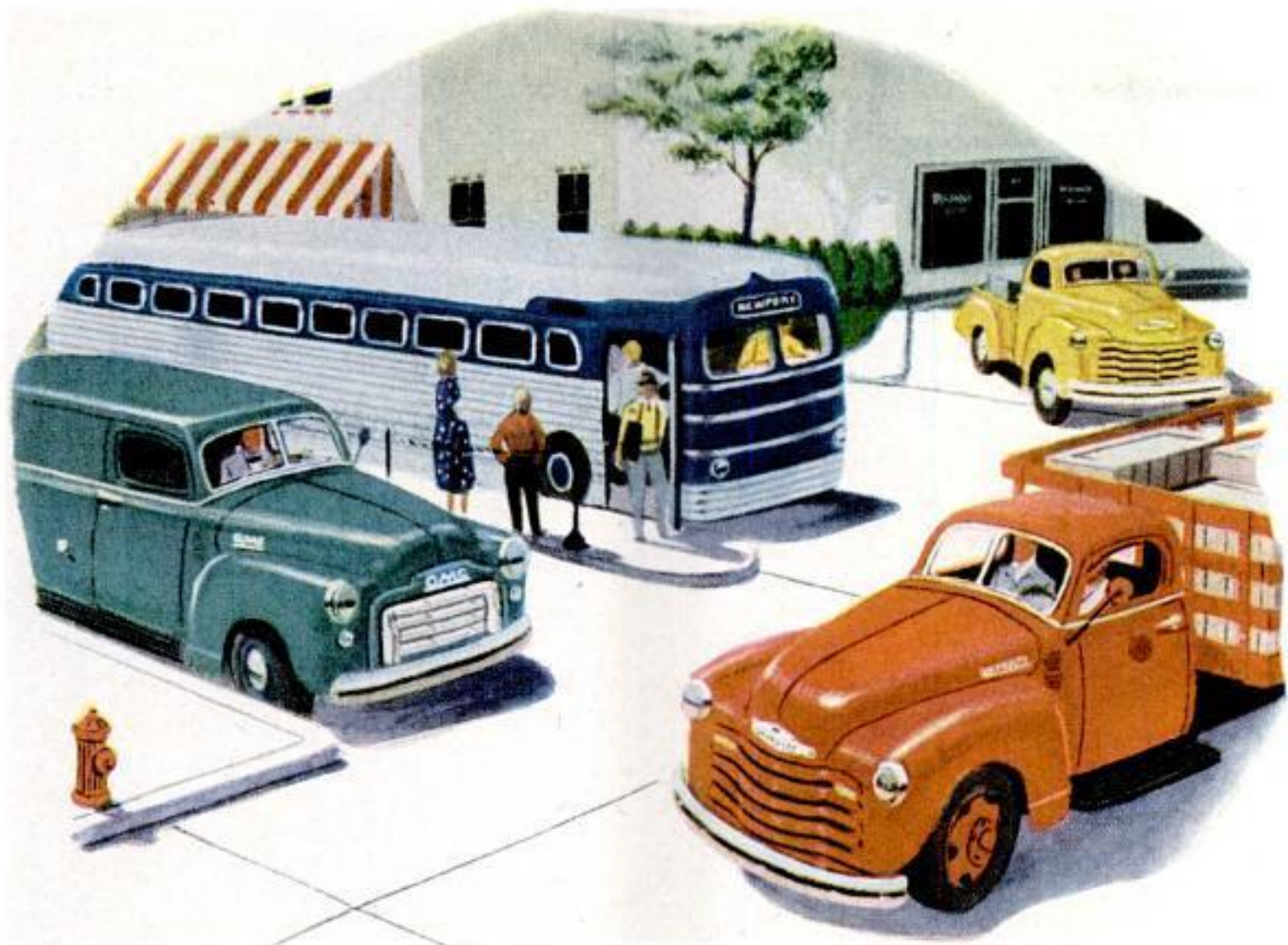
THE KEY TO A GENERAL

*Your key to  
Greater Value*

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**Starring in many street scenes**—GMC coaches for dependable travel, GMC and Chevrolet trucks for dependable deliveries. In a vast variety of styles, featuring improvements that are the fruits of GM research and engineering.



**GM production skill** brought about the standardized Diesel locomotive, to replace costly custom-built units. Hard-working Diesel locomotives by the Electro-Motive Division power an ever-increasing number of America's finest, fastest trains.

# Key to better transportation

There's a simple guide to better things in heavy-duty commerce—just as there is in personal transportation.

It's the initials GM—for General Motors—and they carry special weight wherever trucks move merchandise, coaches carry people, locomotives pull trains and ships bear cargoes.

For out of GM's research laboratories, off the engineering drawing boards and from GM's production lines, have rolled better trucks and coaches of all sizes and shapes, Diesel locomotives and Diesel engines that are gluttons for work on both land and sea.

So there's one fact you can count on when it comes to carrying people or goods in quantity.

GM stands for greater *value* here too—and the GM key symbolizes that fact.

"MORE AND BETTER THINGS FOR MORE PEOPLE"

# GENERAL MOTORS

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HEAR HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.



"I first bought this 'Instant' for our weekends at the beach"

"Coffee—good coffee—means a great deal to us," writes Mrs. Wesley K. Sanders of Freeport, N. Y. "Matter of fact—at home we kept the coffeepot on much of the time. I first bought Instant Chase & Sanborn for our beach weekends . . . and liked it so well we now use it all the time. *It makes really wonderful coffee!*"



Now...thousands  
prefer this new  
Instant as their

# Breakfast Coffee!

It's grand! Delicious! Always clear  
and fresh! And so easy compared to the  
"old-fashioned" way! Yet you save up to  
20¢ a pound over ground coffee

EVERYWHERE, it's the same story! People discovering how downright wonderful Instant Chase & Sanborn is. Then—using it right along . . . instead of coffee made the old-fashioned way . . . preferring it even for *breakfast!*

They tried it for its convenience perhaps. They stayed with it—instead of the coffee they were using—because it is so plain good!

Yes, Instant Chase & Sanborn is taking the country by storm. Creating a sensation in coffee-making. Outmoding the coffeepot and percolator. *Giving perfectly grand coffee every time!*

But—more. It's saving big money. It actually saves you up to 20¢ a pound over ground coffee. That's really an important saving.

No wonder Instant Chase & Sanborn has doubled in popularity within the past year alone.

If you're tired of coffee grounds and old-style methods . . . if you want sparkling, flavorful coffee always . . . and fast . . . turn to this wonderfully satisfying Instant Chase & Sanborn.

Use it for all coffee occasions. For meals and between-meals. Use it for your coffee all the time! It's made by fine coffee roasters famous since 1864.



A cup of coffee as  
fine as money  
can buy . . . and you  
save up to 20¢  
a pound  
over ground coffee

Now . . . the breakfast coffee of thousands



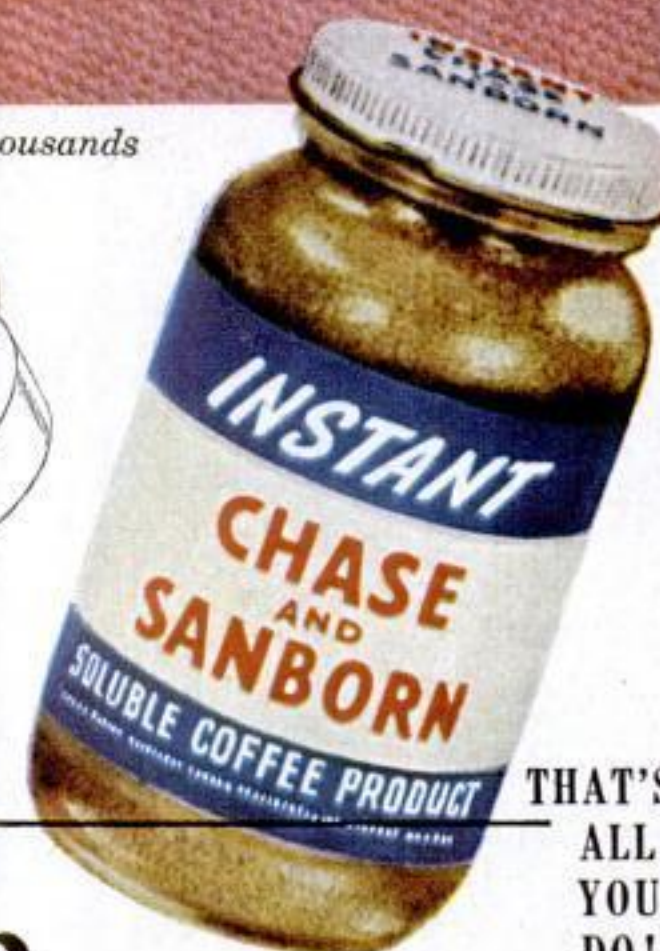
ONE

Use one rounded teaspoon per cup (more or less according to strength desired).



TWO

Add hot water. Stir until dissolved. Use cream and sugar to taste.



THAT'S  
ALL  
YOU  
DO!

# INSTANT Chase & Sanborn Coffee

WITH DEXTRINS, MALTOSE AND DEXTROSE ADDED



## THEATER



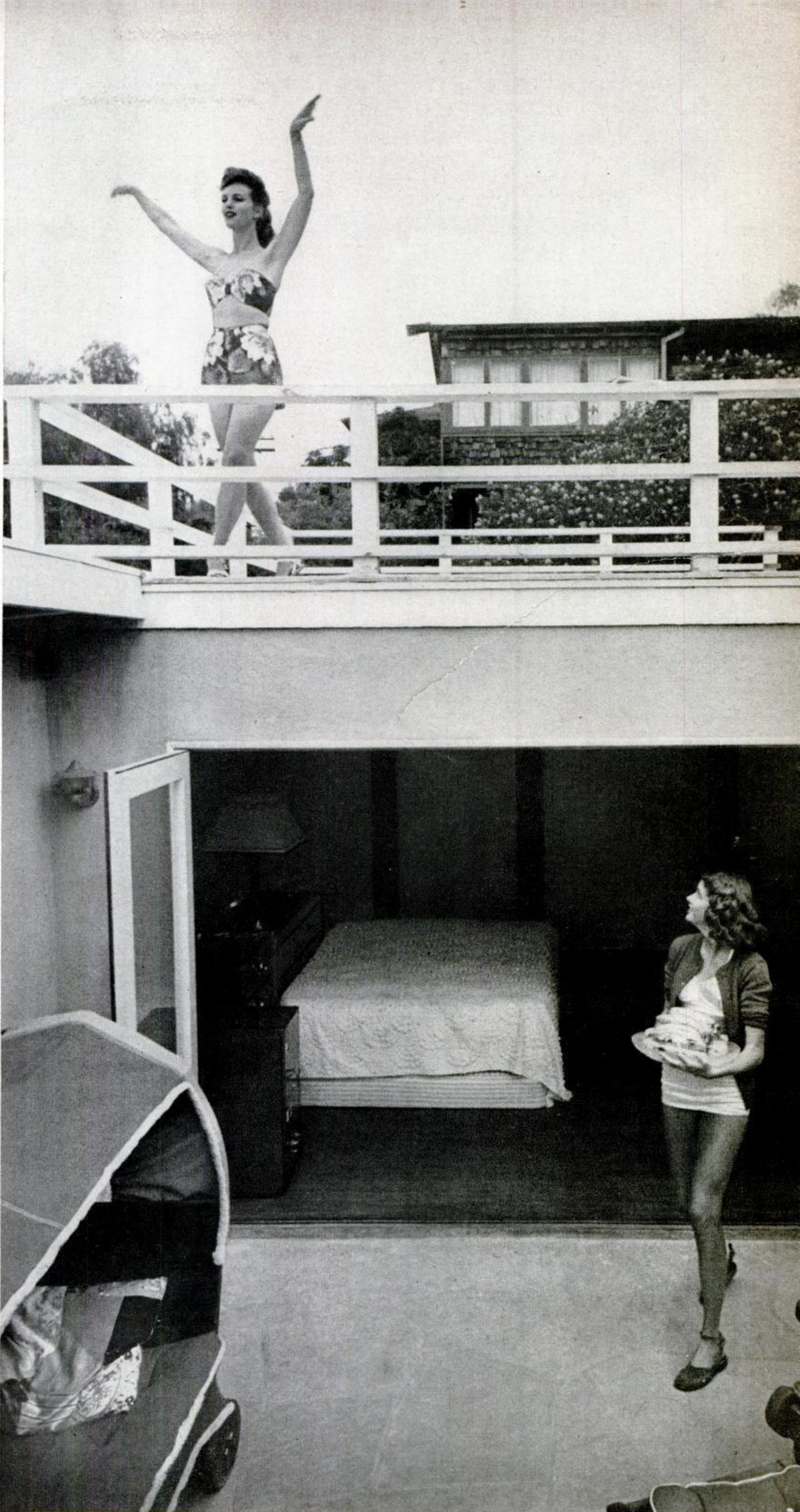
LAGUNA THEATER HAS SWANK OPENINGS

# WEST COAST THEATER

## IT GIVES FILM STARS FLING AT THE STAGE

For Hollywood movie actors who hanker to practice on the legitimate stage, a trio of summer theaters has sprouted in Southern California. Unlike eastern strawhat theaters, which are often knocked together from cow barns, the West Coast variety are pretty swanky affairs. Actors, instead of roughing it as they do in New England thickets, can rehearse at home (right) and walk offstage into a swimming pool or the Pacific Ocean.

At the resort town of La Jolla a group of movie stars, including Gregory Peck and Dorothy McGuire, back their own stock company in the local high school and act for \$50 a week. Other groups thrive in the little town of Tustin and at Laguna Beach, where klieg-lighted openings (above) bespeak the Hollywood influence. Nobody makes much money because theaters are small. But there are other rewards, says Gregory Peck. "Hollywood is a vacuum in which criticism doesn't exist. Everything is always 'great.' When you finish your day's work they tell you it is 'great,' and after they've seen the rushes they say they're 'great' and you're 'great' in it. The only way you can get an honest opinion is in front of an audience that pays to see you. Then you know in a minute if you're bad."

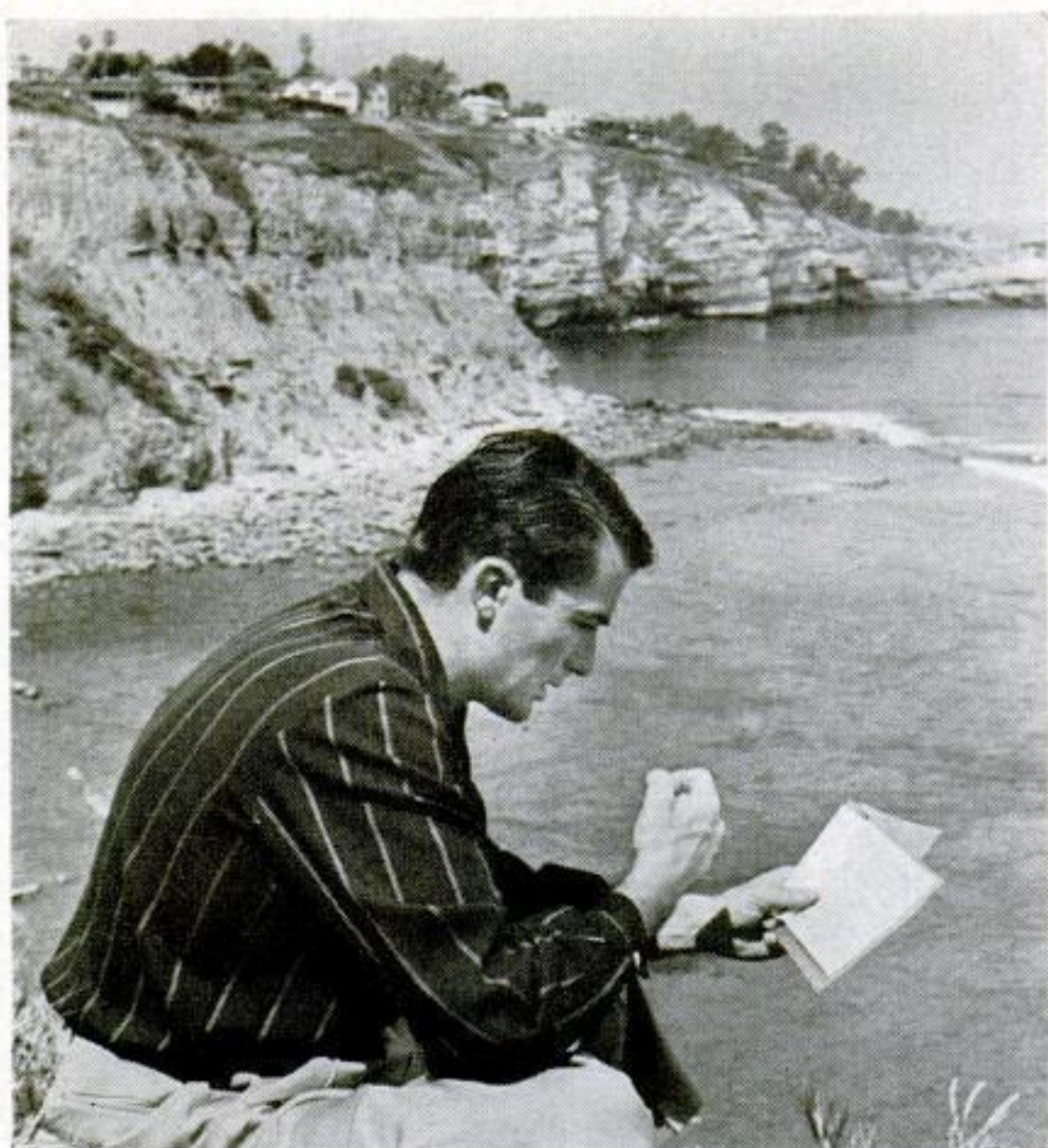


YOUNG MOVIE STAR Barbara Britton practices part atop her Laguna Beach home. Everything

is handy to make her happy: sun roof, her bedroom, friend with fruit, nearby Playhouse where she acts.



**WEST COAST THEATER** CONTINUED



**GREGORY PECK**, who gives most of his spare time to La Jolla Theater, studies his lines for *Light Up the Sky* by the cool Pacific.



**GAGGY COMEDY** (right) is rehearsed by Florence Bates, veteran movie character actress, and John Hoyt in La Jolla classroom.







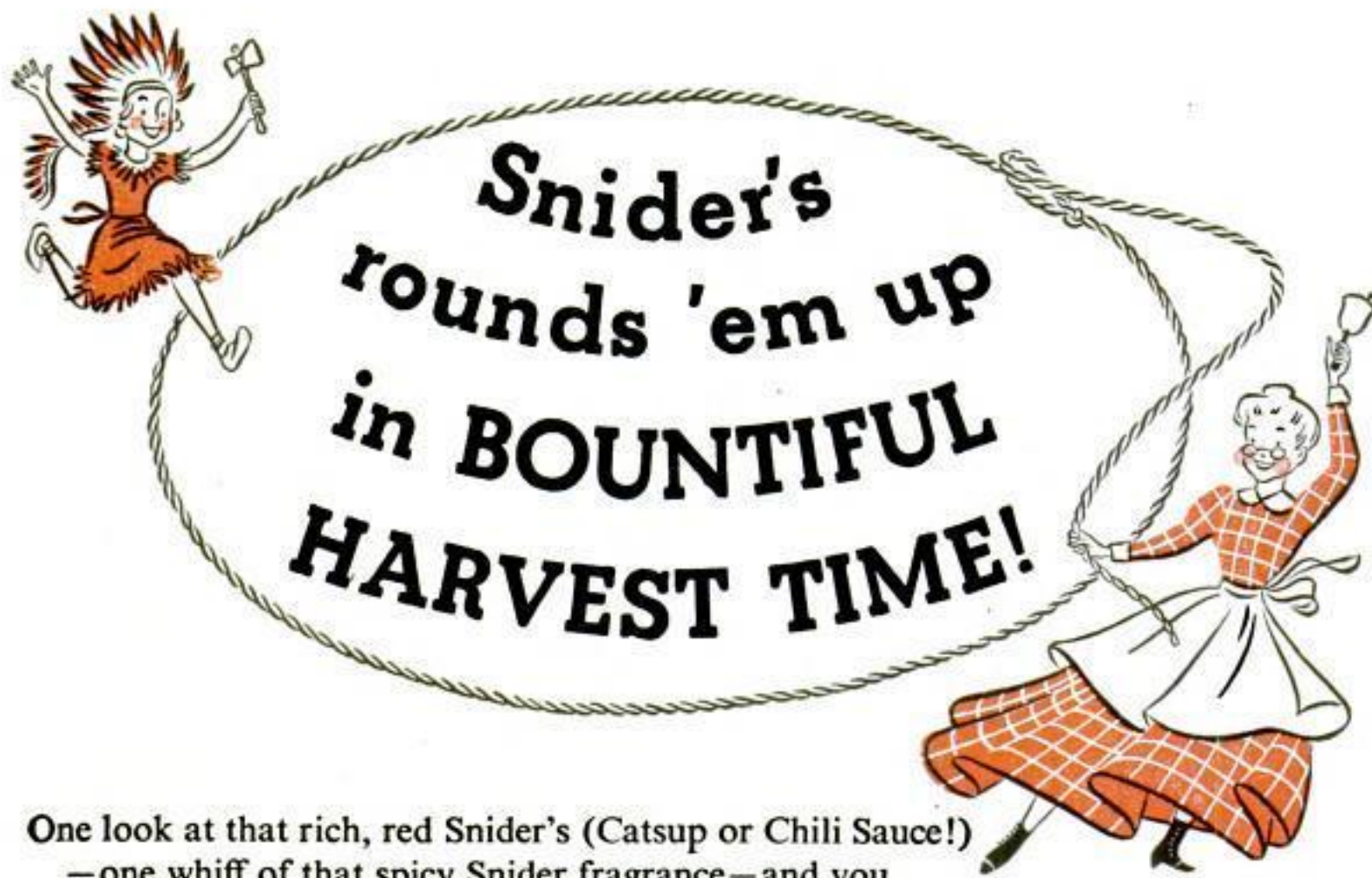
**"TAMING OF THE SHREW,"** with Mary Finney and Oliver Cliff as quarrel-  
ing couple, is rehearsed at Holiday Stage in Tustin while apprentices build sets.



**"STRANGE BEDFELLOWS,"** a costume comedy involving a San Francisco  
bordello, jammed the small Laguna Playhouse (276 seats) every night for a week.

**REHEARSING IN SPRAY** at Laguna, Barbara Britton and John Archer  
are directed in a lovers' spat by Marcella Cisney while other actors await their cues.





One look at that rich, red Snider's (Catsup or Chili Sauce!)—one whiff of that spicy Snider fragrance—and you don't have to coax folks to meals. They know all kinds of food will taste peppier and more *inviting* with a generous dash of Snider's. Get a supply of Snider's today at your food store's Bountiful Harvest Sale—and *spark up* your pet dishes with real down-on-the-farm Snider flavor.



Just  
**SPARK UP** Beans  
with Snider's!

#### COWBOY CHILI BEANS

½ cup diced onions  
2 tablespoons bacon fat  
or butter  
1 No. 2 can (2 cups)  
baked beans

½ pound frankfurters,  
cut in ¼ inch slices  
½ cup Snider's Catsup  
or Chili Sauce  
1 teaspoon chili powder

Slowly sauté onions in fat until tender but not browned. Add frankfurters and sauté until lightly browned. Add beans and catsup. Bring to a boil and simmer about 5 minutes, or until heated, stirring frequently. Add chili powder mixed with small amount of hot water; mix well. Serve immediately. Makes 4 servings.



Stock Up Now  
at Your Food Store's  
**BOUNTIFUL  
HARVEST  
SALE!**



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Copyright 1949 by General Foods Corp.

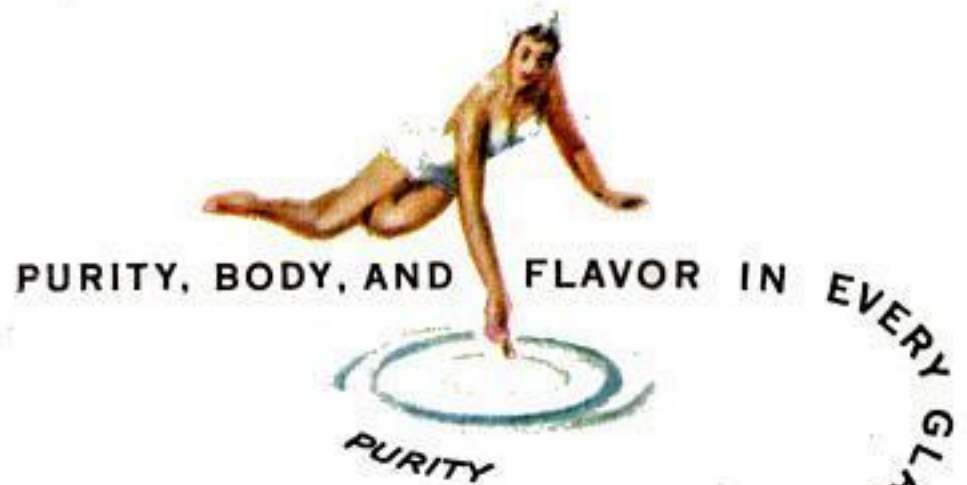


"PICNIC DANCE," showing the sad effects of wind and rain, is rehearsed by Dorothy Stone and her husband, Charles Collins, for a musical show at Tustin.



BACKSTAGE at La Jolla theater is explained by Mel Ferrer (*Lost Boundaries*) to Liza Arden, 2, who came visiting with her mother Actress Eve Arden.





PURITY



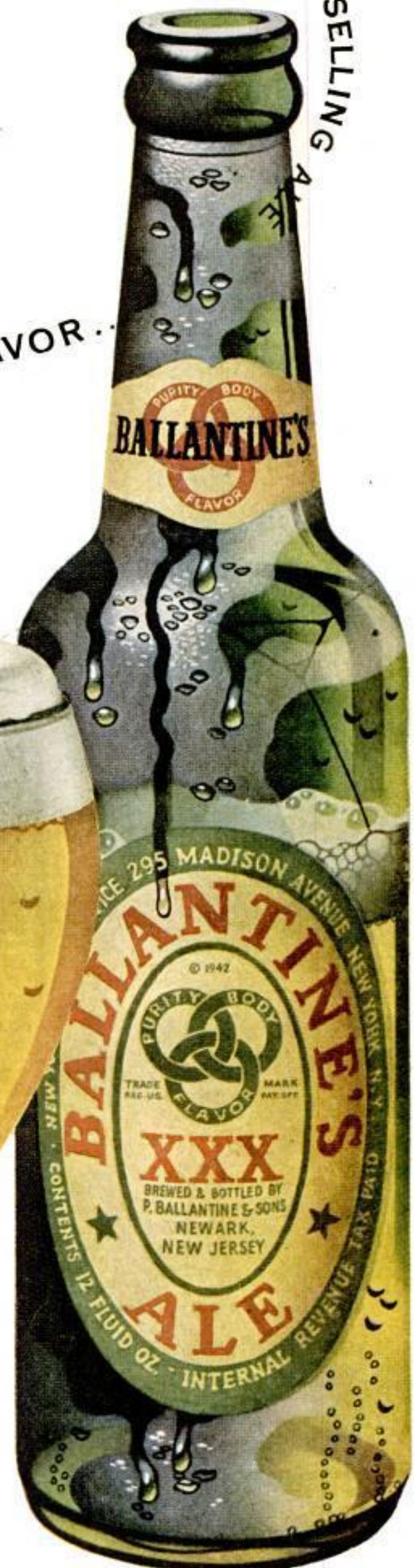
PURITY BODY

AMERICA'S LARGEST SELLING ALE...PURITY, BODY, AND FLAVOR...

PURITY

BODY

FLAVOR





# Missouri 6<sup>th</sup> graders prove Soles outwear



30,000,000 PEOPLE  
KEEP SHOE COSTS  
DOWN WITH GENUINE

# NEOLITE

NEOLITE T. H.—THE GOODYEAR TIRE & RUBBER COMPANY

At the end of the test—visual proof that NEOLITE outwears





# NEOLITE

## leather 2 to 1



At recess, these "Show-me" State children go in for rugged playground sports—football and baseball for the boys . . . rope-skipping and "dare base" for the girls. It's the acid test for shoe soles!

**FAYETTE, MO.**—Twenty-eight sixth grade pupils have completed a walking test of **NEOLITE** Soles vs. leather.

*Result:* **NEOLITE** Soles again proved they outwear leather over 2 to 1.

Each pupil was given a pair of new shoes last Fall. One shoe of each pair had a **NEOLITE** Sole and the other leather. The test was supervised by Miss Evelyn Russell, sixth grade teacher.

Test shoes were worn throughout the cold, wet winter months. Then pictures

were taken and the amount of wear measured.

In addition to averaging over twice the wear of leather, waterproof **NEOLITE** Soles helped keep the pupils' feet dry. And it was observed that the leather soles gave less and less protection against wet weather the longer they were worn.

So *Step on it*—for comfort, health and economy. Whenever you buy new shoes or have them resoled, insist on genuine **NEOLITE** Soles for the whole family!

**NEOLITE MAKES ANY SHOE A BETTER SHOE!**



**Shoe soles** become emergency brakes when the bicycle brigade heads for home. No wonder parents welcome the extra wear their children get from **NEOLITE** Soles. It's a real saving on family shoe bills.



# SOLES

leather 2 to 1



"This test was amazing," says Miss Evelyn Russell, sixth grade teacher. "I was so happy to find a shoe sole that wears like **NEOLITE** and is also so stylish and comfortable. I'm wearing **NEOLITE** Soles myself. The test sold me!"





ReFRESHing!

# Kellogg's CORN FLAKES

The  
ORIGINAL  
Kellogg



Speaking of cool...

How's frosty milk and berries on crisp Kellogg's Corn Flakes? Wonderful! Cool, light, yet nourishing! The favorite, because practically everybody knows Kellogg's Corn Flakes are fresher! In Regular or Family Size!



Choose the one you love the best!  
Kellogg's Corn Flakes, Pep, Rice Krispies,  
Bran Flakes, Shredded Wheat, Krumbles, Corn-Soya.

**CORN FLAKES—just one “heat-beater”  
in Kellogg's VARIETY PACKAGE!**

To perk up summer breakfasts, Mother, breeze in with Kellogg's VARIETY PACKAGE. Cool. Crisp. KELLOGG-FRESH! 10 generous boxes give 7 favorite choices in corn, soya, rice or wheat. Flaked, shredded or popped! The summer-smart way to get your folks eating and loving good grain nourishment. Yes, KELLOGG'S VARIETY is the most popular assortment, because . . .

**Mother Knows Best!**

Kellogg's





# FUN ROOM



**JUDY CLIMBS** up nursery tree then jumps down onto her bed (*below, left*). Footboard, 6 feet high,

is pierced with odd-shaped holes for more climbing. Wooden pegs on ceiling glow in dark, look like stars.



**JUDY LEAPS** from hole in plywood board. Tree at left was sandpapered by Kepes who found it on road.

## CHILD CAN CLIMB AND ROMP IN HER NOVEL NURSERY

The room shown on these pages, full of gadgets and odd-shaped panels, is a talented couple's idea of what a child's nursery should be like. Its occupant, 5-year-old Judy Kepes, thinks it is wonderful. She climbs the tree next to her bed, twirls the hands of a big clock and spends hours fiddling with the nursery's built-in pegboards and animal-covered mural.

The room was designed for Judy by her parents, who made almost everything themselves at a cost of \$275. Judy's father, Hungarian-born Gyorgy Kepes (pronounced Kep/pesh), is an artist who teaches design at the Massachusetts

Institute of Technology. He and his wife Juliet, also a designer, believe that a growing child's room should not be confined to sturdy furniture and cheerful colors but should give a child plenty of things to color, mold and move, stimulating the imagination and developing muscles and coordination.

With this in view the Kepes' took over a room of their Cambridge, Mass. house and went to work. In six weeks of spare-time work with plywood, plastics and a great deal of ingenuity they transformed it into a kind of kid's heaven complete with sky filled with phosphorescent stars,





## SUIT SUCCESS OF THE YEAR!

MURRAY SICES MAKES YOU LOOK SLIMMER, TRIMMER, TALLER — IF YOU'RE 5'5" OR LESS



Look this way at a matinee in a Murray Sices Original of glamorous GLENTERRY.

Meet him for lunch in town in this Murray Sices Original of Kan-mak worsted sharkskin.



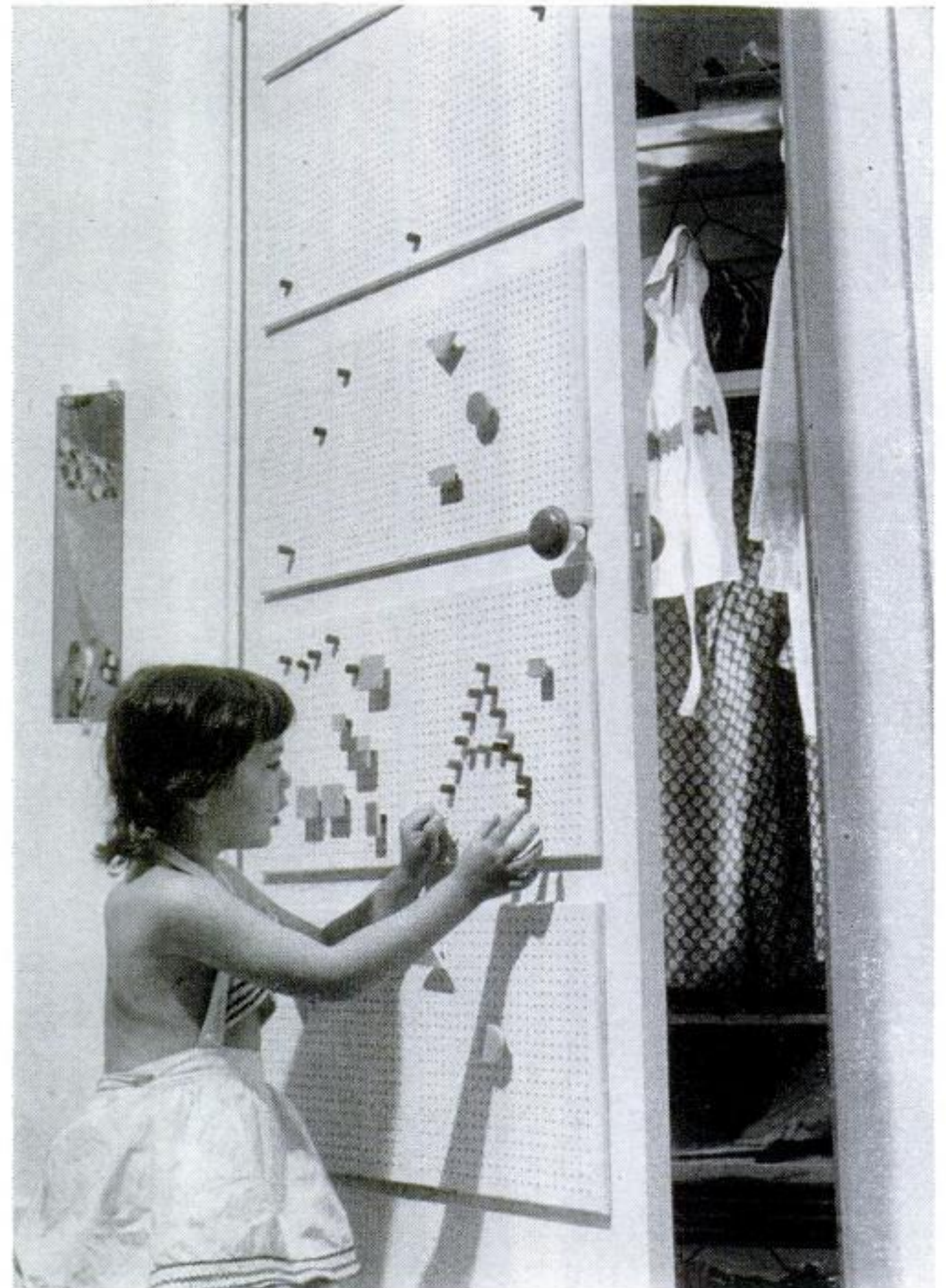
Designed with YOU in mind, if you're an "in-between" size, MURRAY SICES has created a breathtaking collection of new Autumn styles...each and every one a masterpiece of good tailoring and good taste! Best of all...they're so cleverly sized, you eliminate costly alterations!

Pictured here, just three suits in the exciting line of MURRAY SICES ORIGINALS. In dramatic, new-season tones, and in such superb fabrics as Sices' new, exclusive GLENTERRY, finest gabardines, tweed, sharkskins, worsted checks, worsted flannels and Forstmann's Milateen. Sizes 12½ to 24½.

**Priced . . . less than you'd guess.**

At these fine stores, or write THE MURRAY SICES CORP., 252 W. 37th St., N. Y. 18, N. Y.

RUSSEK'S, New York; Philadelphia; Brooklyn	M. L. ROTHSCHILD, Chicago; Minneapolis; St. Paul; Evanston
ADAM, MELDRUM & ANDERSON, Buffalo	GIMBEL BROS., Pittsburgh
WM. H. BLOCK, Indianapolis	THE HECHT CO., Washington, D. C.
BULLOCK'S, Los Angeles	HOCHSCHILD, KOHN, Baltimore
CITY OF PARIS, San Francisco	D. H. HOLMES, New Orleans
FAMOUS-BARR, St. Louis	LIT BROS., Philadelphia
	MAY COMPANY, Denver
	OLD'S, WORTMAN & KING, Portland, Ore.
	RICH'S, Atlanta
	SIBLEY, LINDSAY & CURR, Rochester
	STROUSS-HIRSHBERG, Youngstown
	JOHN TAYLOR, Kansas City, Mo.

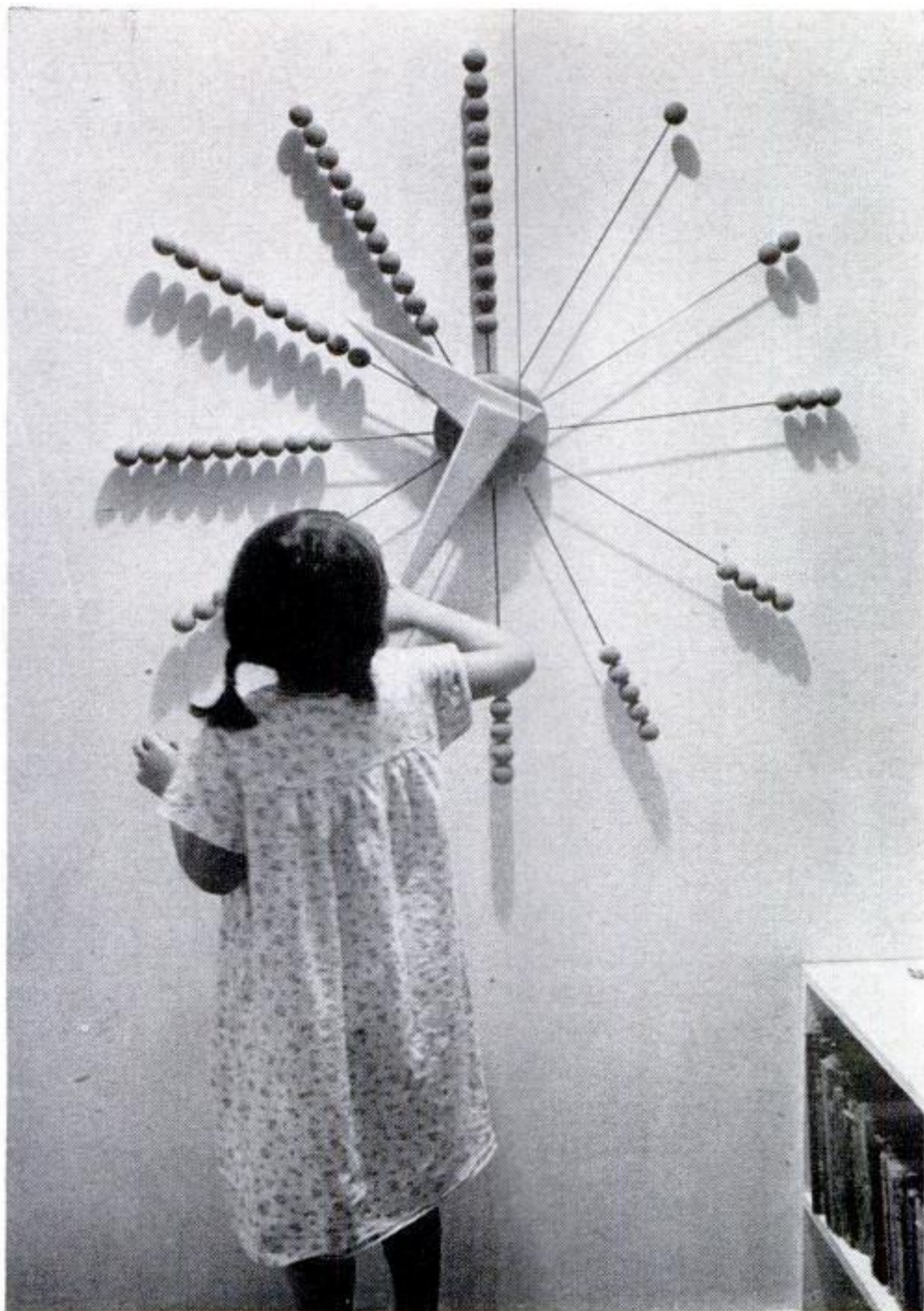


**TO PRACTICE ALPHABET** Judy sticks wooden pegs into the perforated acoustic panels mounted on the closet door. Here she finishes the letter "A."



**THE LION RUG** made by Judy's mother from old rags is durable and easy to wash. Lion is a favorite character with Judy's young neighborhood friends.





**WOODEN CLOCK** does not run, but Judy learns to tell time by counting cork balls on its arms. Judy's parents set it at night to remind her of bedtime.



**JUDY'S PARENTS** inspect the nursery after completing three-dimensional mural made of lively Celotex cutouts which can be shifted around for variety.

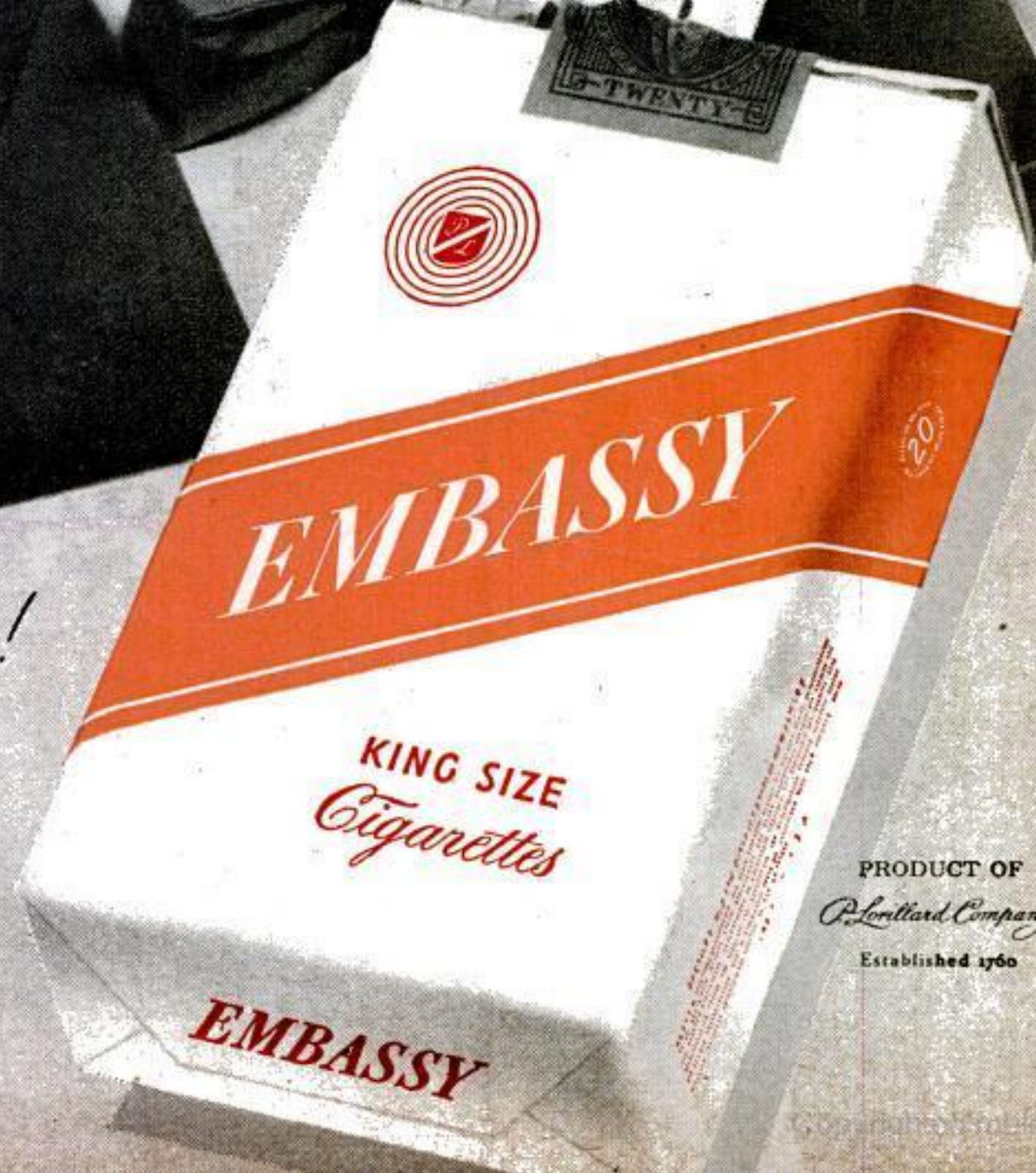
*Milder... cooler... cleaner...*

# Inhale to your heart's content!

A really mild, flavorful smoke that enters your mouth pleasantly *cool* and *filtered*. Embassy's extra length of fine, mellow tobaccos provides extra enjoyment plus an extra margin of protection. Try Embassy! Inhale to your heart's content!



*Longer!  
Milder!  
Cooler!*



PRODUCT OF  
R. L. Lillard Company  
Established 1960

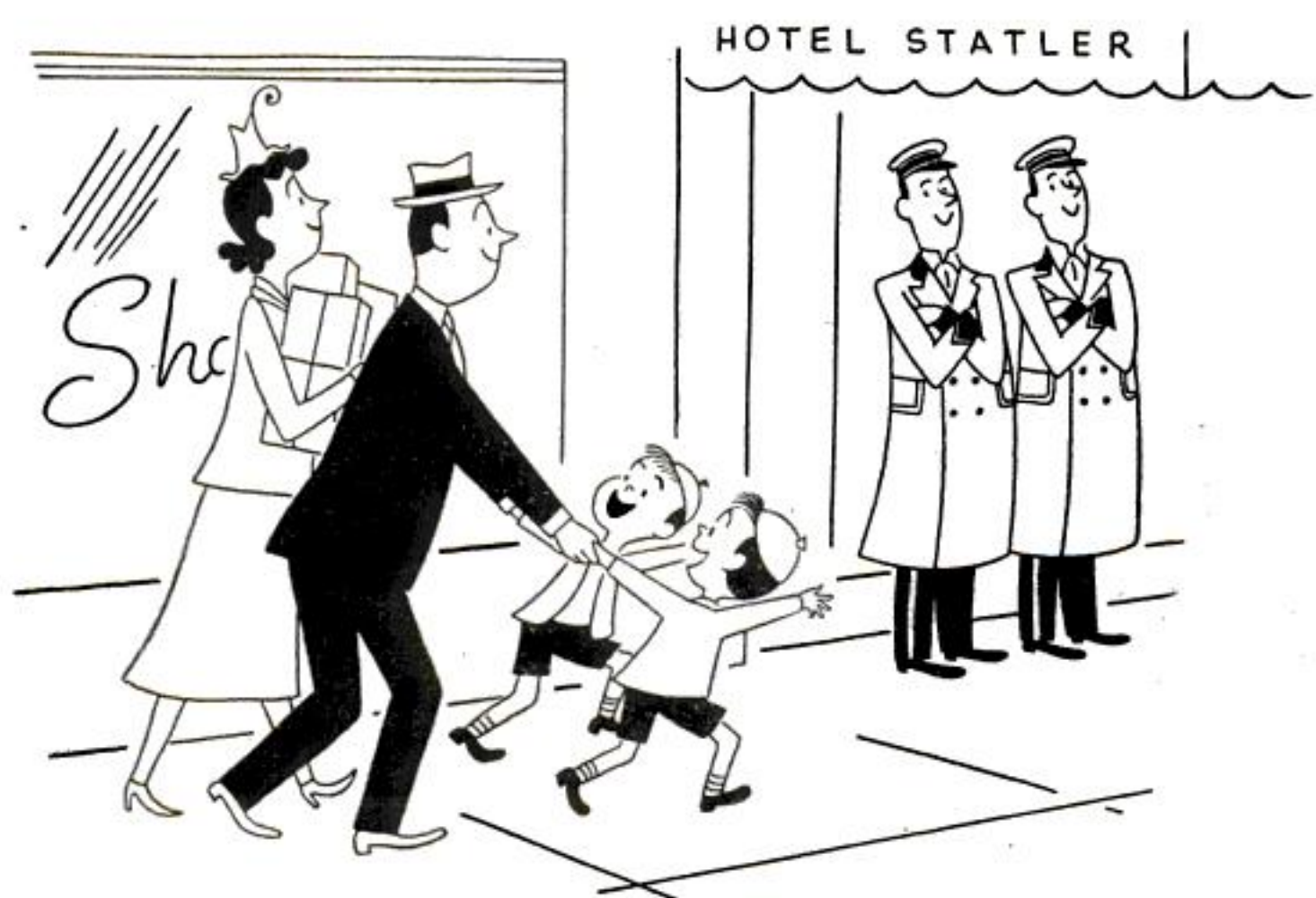




- 1.** Paul and Peg—their children, too—were feeling rather low,  
Till Paul exclaimed: "I've got a plan. Let's pack our bags and go  
To friendly Hotel Statler for a weekend free from worry!"  
"Stop talking, Pop," exclaimed the twins, "start packing now! *Let's hurry!*"



- 2.** A sound night's sleep on Statler's beds restored their zip and zest.  
But having breakfast in their room was what they liked the best.  
"Just think," said Peg, "no rush, no muss, no household chores for me!"  
"Stop eating, Pop," said both the twins, "*we've got a lot to see!*"



- 3.** They saw the town, and shopped a bit, and had a lot of fun.  
"There is no question," Paul proclaimed, "you always get more done  
When staying at the Statler, for it's in the heart of town."  
"Oh, come on, Daddy," cried the twins, "*you're always slowing down!*"



- 4.** A children's menu for the twins delighted them at dinner.  
While Paul said, "Peg, I ate so much I'm sure I won't get thinner.  
At cooking food to taste its best, these chefs sure know the score."  
"You're so right, Father," said the twins, "*but, may we have some more?*"



- 5.** Said Paul to Peg: "We'll see a show, and dance till dawn begins;  
At Statler, we can always get a sitter for the twins.  
That makes a Statler weekend tops . . . the perfect family treat!"  
"Get going, Daddy," called the twins, "*don't dance on Mommy's feet!*"



STATLER HOTELS : **NEW YORK** (FORMERLY HOTEL PENNSYLVANIA)  
BOSTON • BUFFALO • CLEVELAND  
DETROIT • ST. LOUIS • WASHINGTON  
STATLER OPERATED **HOTEL WILLIAM PENN • PITTSBURGH**



# CONEY ISLAND



CARLOAD OF THRILL-SEEKERS FLASHES DOWN PATHWAY OF LIGHT. PHOTOGRAPHER COOKE WAS IN CAR AHEAD

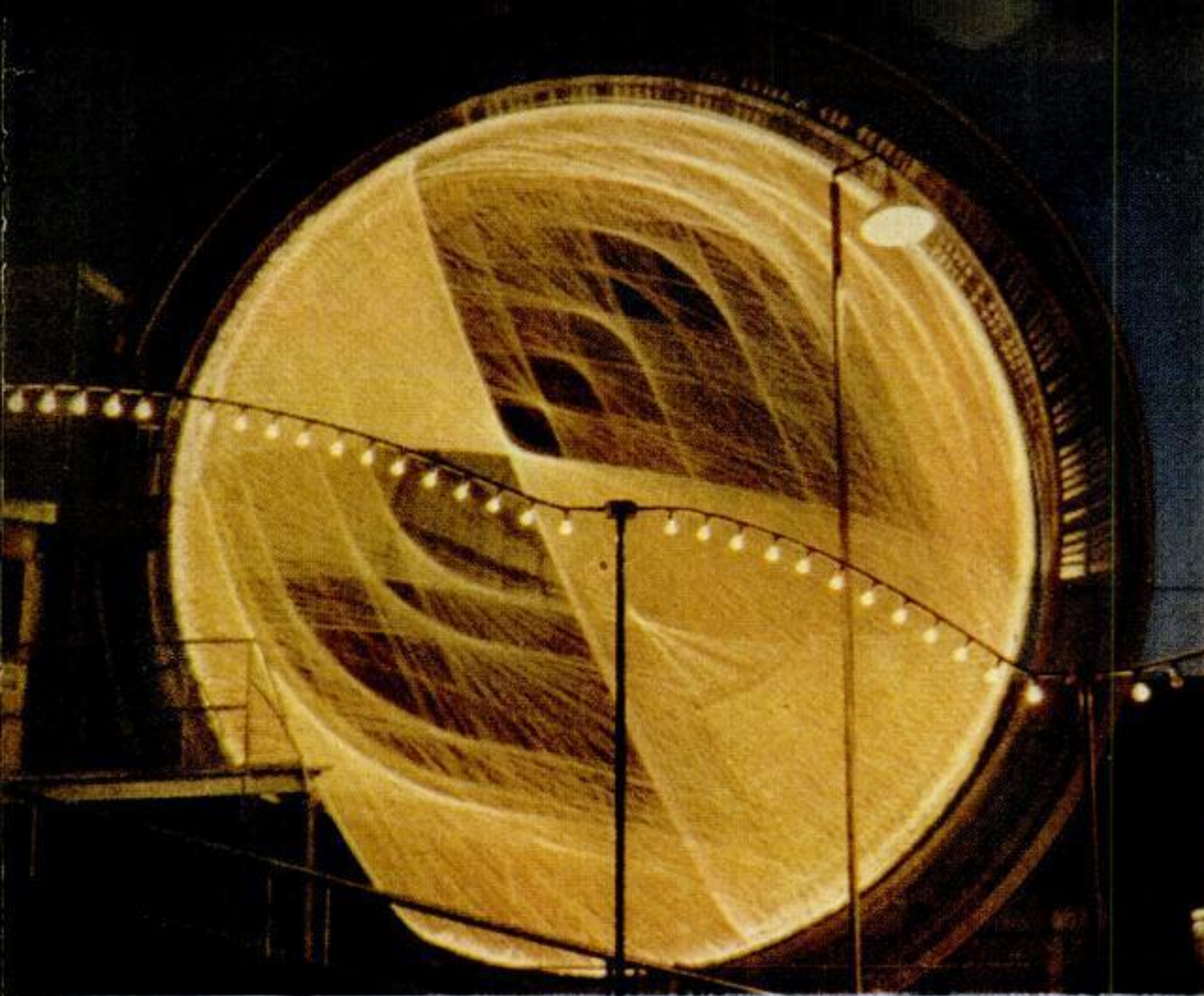
## ITS STOMACH-CURDLING RIDES MAKE BEAUTIFUL LIGHT PATTERNS AT NIGHT

In 1884 at New York's Coney Island a grocer from Elkhart, Ind. named Lamarcus A. Thompson built the world's first amusement railway—a train of small cars which rolled down an undulating track. Having built this forerunner of all roller coasters, Thompson shortly discovered that roller-coaster turns which hurled ladies into their escorts' laps were a great boon to romance and the cash register. Coney Island soon broke out in a rash of daring rides bearing names like Channel Chute, Drop the Dip, Double Whirl, the celebrated \$400,000 Loop the Loop, which failed because it looked too scary, and the Cannon Coaster of 1901, which advertised, "WILL SHE THROW HER ARMS AROUND YOUR NECK? WELL, I GUESS, YES!"

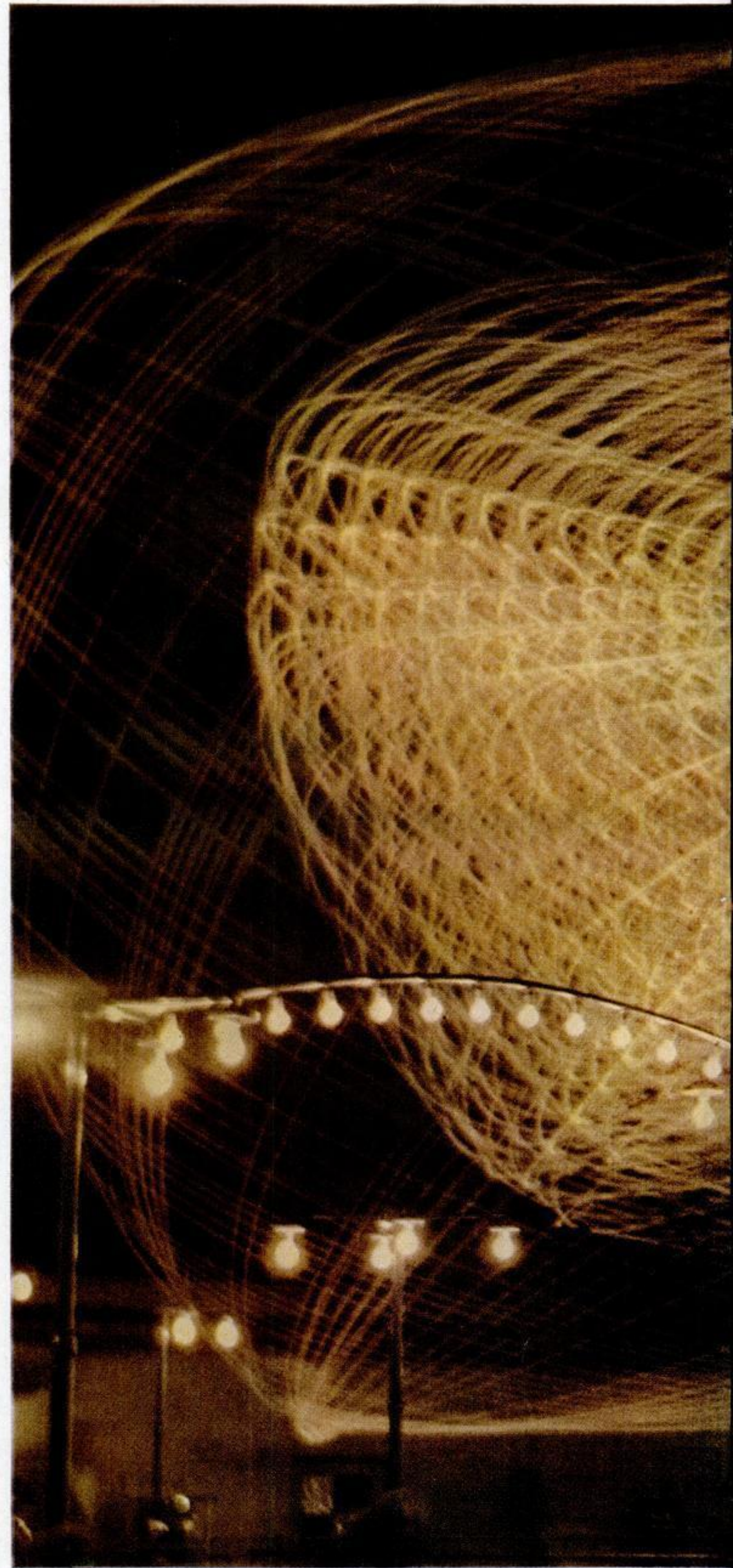
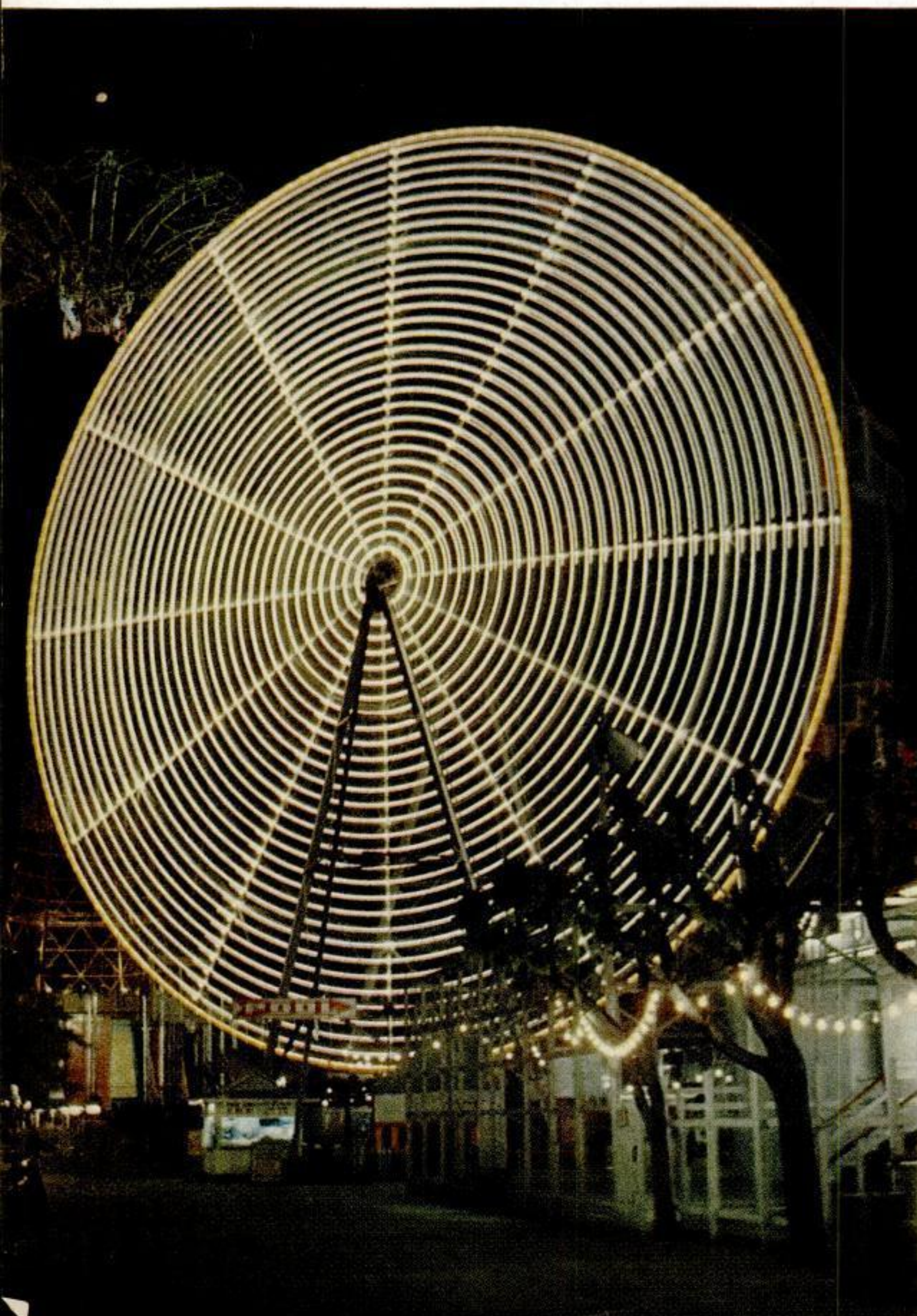
Since then the ride has become a fixture of the American scene. By day Coney Island's grotesque jumble of rides are a blot on the landscape. But at night, their lights whirling, they become patterns of singular beauty. To get the spectacular color pictures on these pages, Photographers Andreas Feininger and Jerry Cooke spent several uncomfortable evenings at Coney Island. While making the frightening picture above, Cooke developed a severe case of *mal de mer*, but both men came away with far more eloquent testimonials to Builder Thompson than the inscription which for years hung over the entrance to one of Coney's roller coasters: "This Ride is a Memorial to Lamarcus A. Thompson, Inventor of Gravity."

CONTINUED ON NEXT PAGE





**GYRO GLOBE**, a metal monster which simultaneously spins and tilts its victims, looks weird enough by day (*left*), becomes a fantastic skein of light threads at night (*above*). Billed as the only one of its kind in the world, it is known as a "laughing ride."



**FERRIS WHEEL** at Steeplechase is a survivor of Chicago's 1893 Exposition. Though time exposure was used to make all these color shots, the exposure time was shortened for the picture at left to prevent the wheel's pie-like segments from blurring.





**HURRICANE**, one of the most frightening and popular rides anywhere, is a favorite with the ladies. "Time after time," says operator of octopuslike steel contraption, "I see them stumbling out, still screaming. Ten minutes later they're back for more."



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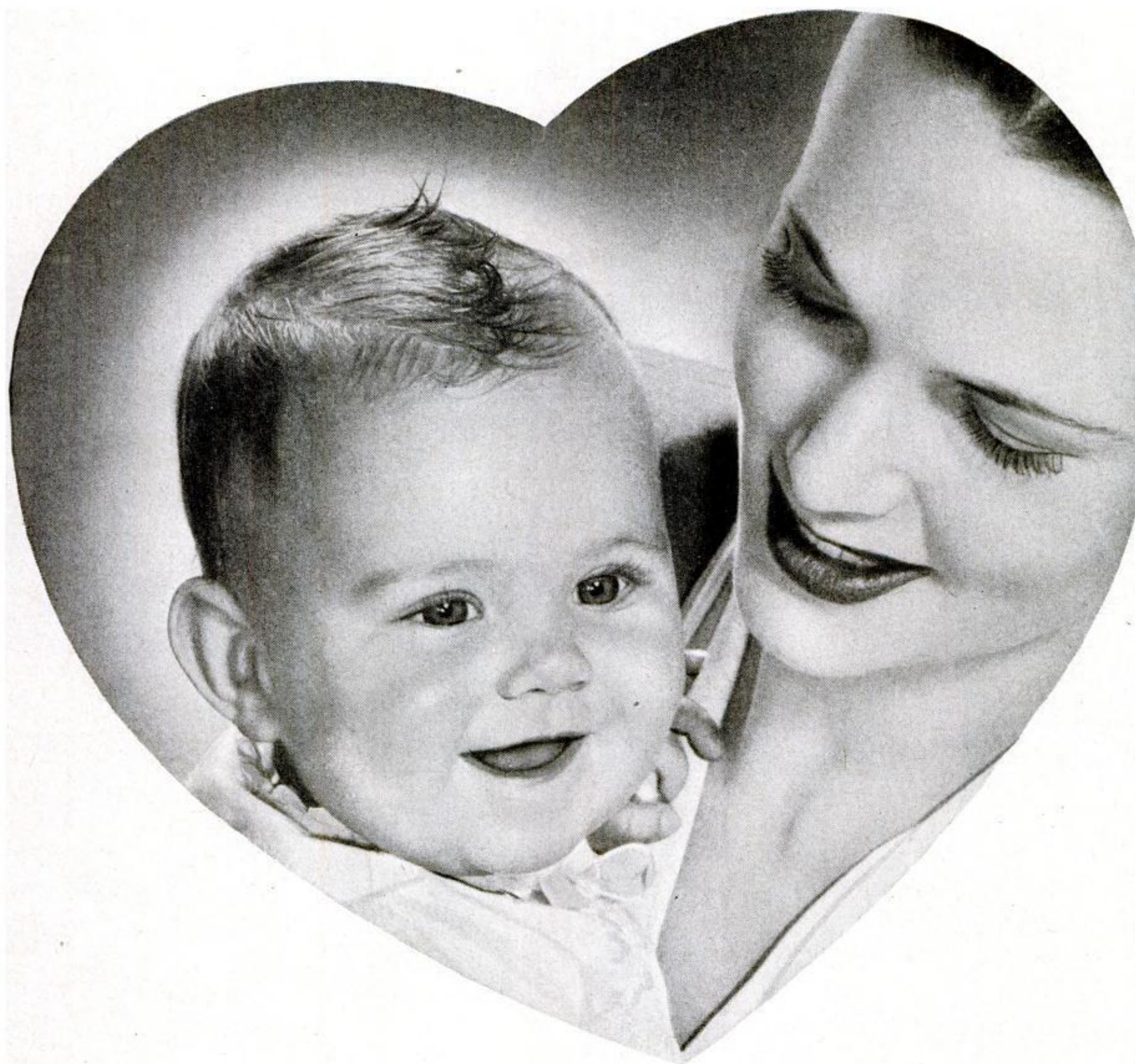
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**WHIRLPOOL** cascades a tangle of youngsters into a wooden gutter. Revolving bowls like this once caused a high casualty rate among customers because of flying shoes and dentures. Now such demountable equipment is removed before riding.





## C'mon Sweetheart, it's YOUR turn to Treat!

Come on . . . let's have another big smile between spoonfuls.

**That's the biggest treat** you can give us, because turning out foods that make babies smile is our *only* business. And year after year millions of babies have grinned over Gerber's Cereals, Vegetables, Fruits and Desserts.

**Seven new smile-getters:** Strained Sweet Potatoes . . . and six Strained and Junior Meats. Babies, doctors and mothers are all

beaming approval of these latest Gerber True-Flavor Foods. The "Sweets" . . . smooth as golden satin, teeming with Vitamin A; the Meats, prepared from Armour quality beef, veal and liver, rich with essential proteins.

**We've been studying** what baby likes so long, we can even make his first cereals taste good, and feel so good, too. For that Perfected-Texture of all Gerber's Foods is another plus tots go for from the start.

**Gerber's**  
BABY FOODS  
Fremont, Mich.



**Babies are our business . . . our only business!**



### Mothers Club News

Reported by  
*Mrs. Dan Gerber*  
Mother of 5

#### PARTY MILK SHAKE

1 cup cold milk  
1 stiffly beaten egg white  
3 to 4 tablespoons Gerber's  
Strained Fruit  
Sugar to taste

Blend all ingredients. Whip with rotary beater or shake well. Serve immediately. One large or 2 small servings.



**ANY SUGGESTIONS?** Mothers Club News can help you swap your baby-care suggestions with other mothers. To share your good ideas, just send them to *Mrs. Dan Gerber, Box 45, Fremont, Michigan.*

**ORANGE JUICE PROBLEM SOLVED** by a Monroe, Missouri, mother. She reports great success with pouring orange juice over Baby's prepared cereal. Wonderful trick—particularly for breast-fed infants who may resist Vitamin C from a bottle.



Vanishing Act for  
Cod Liver Oil Stains

**FOR WASHABLE FABRICS,** sponge stain with non-inflammable cleaning fluid. Launder while still wet. If stain remains, use chlorine bleach.

**FOR NON-WASHABLE FABRICS,** take to expert dry cleaner promptly.

\* \* \*

**VARIETY SHOW** starring the Gerber Baby. Where? At your grocer's. When? Every shopping day in the year. So look for "America's Best-Known Baby" on the most complete line of Baby Foods. Mothers everywhere write that babies really go for good-tasting Gerber's—from Starting Cereals through Junior Foods.



**GRADUATION GIFT!** When Baby graduates from Strained to Junior Meats, you pay the same modest price for Gerber's. All prepared from quality Armour cuts of Beef, Veal, Liver!

**FREE FEEDINGS.** Send for samples of Gerber's 3 Baby Cereals—ready to serve. Write Dept. LF8-9, Fremont, Michigan. In Canada, Gerber's, Toronto.

All Gerber's are accepted by the Council on Foods and Nutrition of the American Medical Association.







## WARDROBE PATTERN

Ten-piece fall outfit can be made  
from a single sewing pattern for \$45

Just about this time of year women everywhere start wondering what they will wear this fall. A few can leave it all up to their couturiers. More of them are buying dresses from the shops. But some 28 million, more than ever before, will pass up some or all store-bought clothes and make their own at home. To cash in on this great sewing boom, the Simplicity Pattern Co. of New York, biggest in the world, has just released a single ingenious



**COUNTRY OUTFIT** has a new-style narrow skirt of herringbone tweed, high-neck sweater with push-up sleeves, a fashionable matching cardigan and a beret.



**STREET COSTUME** of same design has a red Forstmann wool skirt and a black sweater beneath a black cardigan jacket. Both beret and jacket are of latest fur fabric.



## FASHION

pattern which is the basis of the entire up-to-the-minute fall wardrobe shown below. With the simple pattern, \$44.89 and a sewing machine, most girls should be able to make all three of these complete outfits in about 40 hours. The pattern itself (*next page*) is set up to require a minimum of skill. There are no difficult set-in sleeves, few button-holes and no tricky extra pocket flaps. And none of the pieces uses more than a single yard of cloth.



**EVENING DRESS** of gray and mauve taffeta has short skirt, bare top and is highly formal. Fur fabric jacket from street costume may be worn with it.

CONTINUED ON NEXT PAGE



# Ever say: "Maybe I shouldn't drink any more coffee today"?

**SOMETIMES**—perhaps at dinner, or perhaps at lunch—the thought may come that you've had *enough* coffee for the day.

It happens to many people who love coffee—but realize how the caffeine in coffee can upset them.

And so when you yourself begin to feel jittery and nervous—or when you're sleepless at night—you almost *automatically* begin checking up on how much coffee you had that day.

And you speculate on cutting down on it—or giving coffee up entirely—and yet you hate to do it.

Do you have to? NO!

### DRINK SANKA COFFEE

You can go right on drinking the coffee you love—and yet stop worrying—if you drink Sanka Coffee.

Sanka is real coffee, all coffee, grand coffee! It has all the aroma, the bracing

*cheer*, the flavor that only real coffee gives you.

### REAL COFFEE—97% CAFFEIN-FREE

But the *big* thing is—you can drink as much Sanka as you want, any time you want. It can't possibly keep you awake, or make you feel nervous or jumpy!

So why not start drinking Sanka Coffee tomorrow? You have nothing to lose... and possibly a great deal to gain!

# Sanka Coffee

Real coffee with the worry taken out.  
Drink it and sleep!



Products of General Foods

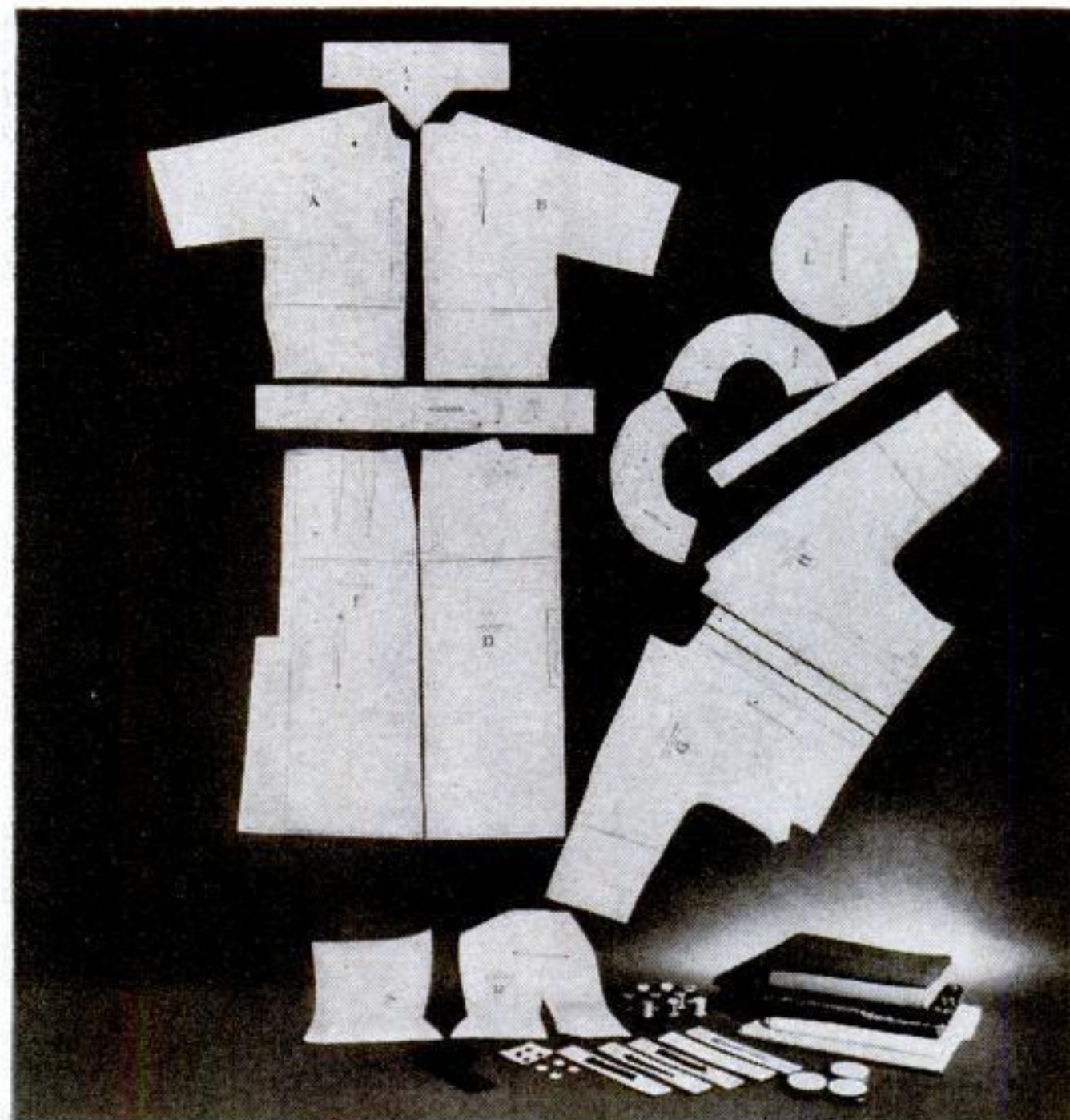




**SQUIBB ANGLE  
TOOTHBRUSH**  
reaches hard to  
get at places



**BENT** like a dentist's  
mirror to reach  
more places



**THE NEW PATTERN**, which makes 10 garments, is shown here pinned on a wall. It has only 15 pieces, about the average number for a single dress, and uses 8 $\frac{3}{4}$  yards of material (piled at bottom right) and odds and ends of zippers, buttons and thread which are listed in the time-cost-material chart below.

## HOW MUCH IT COSTS AND HOW LONG IT TAKES

GARMENT	HOURS	MATERIAL	COST
1 TWEED HAT	1½	3/8 yd. herringbone tweed	\$1.46
2 BEIGE BLOUSE	4	1 yd. wool jersey	\$2.95
3 BEIGE CARDIGAN	6	1 yd. wool jersey	\$2.95
4 TWEED SKIRT	4	1 yd. herringbone tweed	\$3.95
5 FUR CLOTH HAT	1½	3/8 yd. black fur fabric	\$1.73
6 BLACK JERSEY BLOUSE	4	1 yd. wool jersey	\$2.95
7 FUR CLOTH JACKET	6	1 yd. black fur fabric	\$4.95
8 RED WOOL SKIRT	4	1 yd. Forstmann's wool	\$9.50
9 EVENING TOP	6	5/8 yd. Jacquard damask	\$4.33
10 EVENING SKIRT	4	1 yd. Jacquard damask	\$8.95

Simplicity Printed Pattern #3027 (25¢);  
five zippers (\$1.25); 2 yds. of ribbon (40¢);  
3 yds. of seam binding (20¢); eight but-  
tons (72¢) and seven spools of thread (35¢)

\$3.17

**TOTAL**

**41 HOURS**

**\$44.89**



**NEW GADGETS**, two of thousands now on the market, are a result of the boom in home sewing. At left is an inflatable dress form; its torso can be blown up or deflated as the owner gains or loses weight. At right is ruler which curves like an arm so the sewer can accurately calculate necessary slack in the sleeve.



## DURKEE'S FAMOUS DRESSING

If you want a hearty dressing you can really *taste* — try *Durkee's*! It's a brisk blend of rare spices, choice salad oils and fresh eggs. Perfect for salads or cold meats, fish, fowl.

### TOMATO-ASPARAGUS SANDWICH

Cut tomatoes in thick slices and place on buttered rounds of bread. Top with 3 or 4 cooked asparagus tips (canned or frozen will do). Cover with a thin layer of Durkee's.

### PEP UP YOUR POTATO SALAD!

Whatever *your* favorite recipe for potato salad . . . you're sure to improve it by adding 2 or 3 tablespoons of Durkee's Dressing before mixing. Remember—a little flavors a lot!

**FREE**—Salad and Sandwich Booklets by Virginia Coates! Just write DURKEE FAMOUS FOODS, Department LD 82-9, Elmhurst, L. I., N. Y.



*Keeps hair tidy  
all through the day!*

Costs less because it lasts longer!

20¢ White, grey,  
purple 25¢  
Single or double mesh

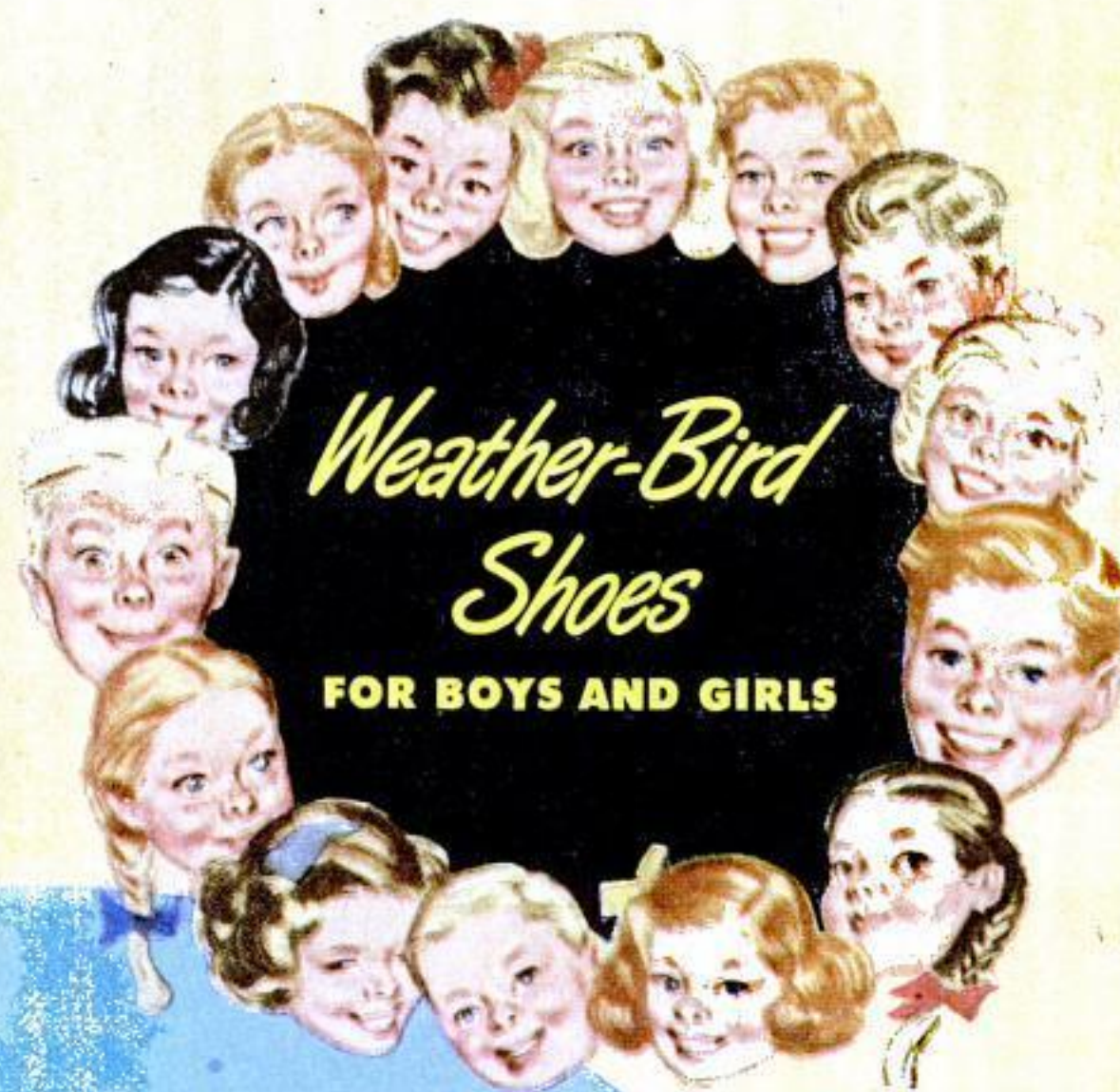
**VENIDA**  
*The Guaranteed*  
**HAIR NET**  
*rules the waves*

FAMOUS VENIDA HAIR BEAUTY AIDS BY RIESER CO., N. Y.



**FOR** *Style* ...  
**FOR** *Wear* ...

**FOR PROPER FIT!**

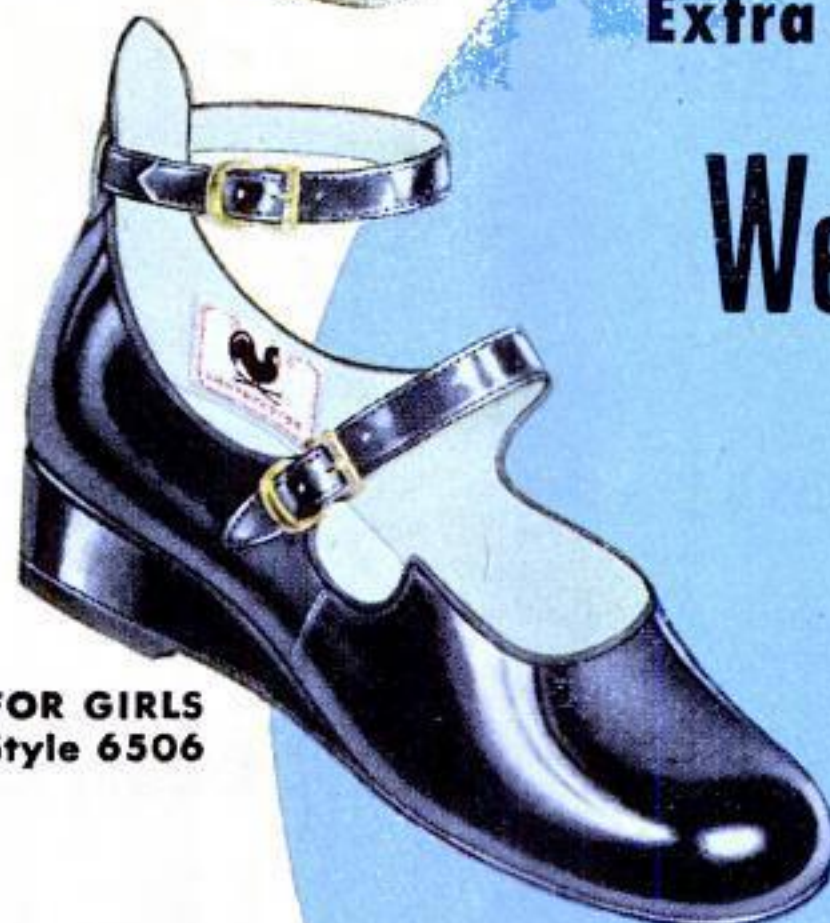


*Weather-Bird  
Shoes*

**FOR BOYS AND GIRLS**



**FOR BABY**  
Style 998 White



**FOR GIRLS**  
Style 6506



**FOR GIRLS**  
Style 5642



**FOR BOYS**  
Style 6446



**FOR BOYS**  
Style 6945  
with Lug Sole



**Extra Protection for Children's Feet!**

## Weatherized 5 Ways

1. **Outsoles** treated to repel water, resist wear
2. **Goodyear Stitched** with strong, hot-waxed thread
3. **One-Piece, All-Leather** insoles
4. **Selected Leather Uppers.** Pliable, expertly styled and finished
5. **Linings, Eyelets, Laces** of highest quality; reinforced in vital parts



**PETERS**

*Weather-Bird* **SUPER-VALUE** *Shoes*



**PETERS DIAMOND  
BRAND**

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 PORK	Excellent	Excellent	Fair	Excellent	Excellent
 BEEF	Excellent	Fair	Excellent	Excellent	Excellent
 LAMB	Excellent	Fair	Good	Excellent	Excellent
 VEAL	Excellent	Good	Good	Excellent	Excellent
 VARIETY MEATS (LIVER, HEART, KIDNEY)	Excellent	Excellent	Excellent	Excellent	Excellent
 SAUSAGE (FRANKFURTERS, HOTLINGS)	Excellent	Good	Good	Good	Excellent
All meats also contain the minerals copper and phosphorus in significant quantities					







HEAD DOWN, HANDS CUPPED AGAINST THE PRAIRIE WIND, C. H. LONG LIGHTS HIS HOMEMADE CIGARET WHILE HIS HORSE CROPS GRASS AMONG THE STONES

# COWBOY

## A TEXAN HOLDS TO THE TRADITIONS OF AN OLDER WEST

PHOTOGRAPHS FOR LIFE BY LEONARD McCOMBE

The cowboy is one of the most purely functional human beings the world has ever developed. Around his lone purpose of growing beef, his manners and morals, humor and sentiment, pride and prejudice are all assembled. Like the frontiersman and the forty-niner, the traditional cowboy is a peculiarly American type, now following them into an honorable extinction. He is being replaced by feeble men, who refuse to work his grueling hours, to go wifeless and broke to the end of their days. The newcomers insist on comfort, on day work, on higher pay for fewer skills. Throughout the West the comfortable houses of these men dot the ranges

where their predecessors once slept in the brush.

As the oldtime cowboy dies out, a last look at him shows that fiction and films have misjudged him, not in his appearance, which they reproduce with fidelity, but in his accomplishments. The fact that he is actually capable of riding horses for 16 hours a day, or that in his lifetime he has castrated 50,000 calves or beaten 1,000 rattlesnakes to death are slighted in favor of tricks he never performed, songs he never sang, ideas he never had. The few genuine cowboys who remain are undiluted individuals, clinging with some ferocity to the old ways, to a life of horses, steers, the chuck wagon and loneliness.

One such individual is Clarence Hailey Long (cover), called "C.H.," who at 39 has been a cowboy for 20 years. C.H. works for the 320,000-acre JA ranch in the Texas Panhandle. His world is one huge oceanlike prairie on which, far apart, windmills stand like buoys in the sea. He works from dawn to dark, being alternately roasted and frostbitten, pricked by thorns and bruised by his saddle. In his ears is the constant whine of the wind. His eyes ache in the sun. He seldom sees a woman. When he does he is hard pressed to think of what to say. He is part monk, part slave, part emperor, a combination which, to his mind, makes him the freest man on earth.





AT 39, C.H. LOOKS MUCH YOUNGER, IS AS HARD AS FLINT

## HIS HORSES AND CATTLE

C.H. is a top cowboy, a range boss who acts as foreman of J.A. He makes much more than the average skilled hand's \$125 a month and has therefore more reason to resist the temptations of the outside world—higher salary, shorter hours, more comfort.

As a conscientious foreman C.H. spends so much time on horseback, on roundups and inspection tours that he sometimes thinks he feels roots growing between his rump and the saddle. He has a string of 13 mounts, which are actually the property of the J.A. but which are permanently in his custody. They are all geldings, named Champagne, Beverly, Eastus, Tom Cat, Tomahawk, Buttermilk, Gringo, Chigger, Angelo, Cheetah, Nina, Doc and Reno. All of them

he has trained himself, laboriously teaching them how to maneuver when he ropes a steer, how to walk through a herd so that he can "cut out" one cow and calf without separating them.

The training is accompanied—and partially accomplished—by an endless monolog which C.H. keeps up as he moves gently around his horse. "Whoa, boy, easy now, I won't hurt you if you don't hurt me. Look out, boy, take it easy, that's it, take it easy." When the animal is at last fully trained the monolog becomes more complicated. C.H. talks as though he expected an answer, about the weather, about his stiff neck, about his troubles. The gelding has become his friend. "I've had some horses," he says, "that I thought a lot more of than I do people."



BRINGING IN A HERD, C.H. RIDES SLOWLY AT ITS

AS C.H. GETS READY TO ROPE A CALF, HIS WELL-TRAINED HORSE STARTS TO LEAN BACKWARD TO BRACE ITSELF FOR THE HARD JOLT WHICH IS COMING







HEAD. HE AND HIS OUTRIDERS KEEP A FUNERAL PACE SO THAT THE ANIMALS WILL NOT STAMPEDE OR TROT FAST ENOUGH TO LOSE ANY VALUABLE WEIGHT  
AT SUNSET AFTER A DAY'S WORK, HE COLLECTS HIS STRING OF HORSES, CONSIDERS WHICH OF THE YOUNG ONES TO PICK FOR A TRAINING SESSION







**THE HOT IRON BURNS** into the flank of a calf, sending up a puff of yellow-white smoke and a sick-

ening stench of burning hair. While the calf bawls in pain, C. H. prepares to thrust into its side his needle

of serum, which will inoculate the animal against the highly contagious and usually fatal blackleg disease.





**LIGHTING UP BEFORE WORK**, C.H. holds cigaret against a glowing mesquite stick which he has pulled from the fire where the branding irons are heated.



**A CALF IS ROPED** in the corral, falling heavily as lariat pulls taut. Looking on, C.H. notes that this calf, older than most, can cause trouble with his horns.

## THE BIG JOB OF BRANDING

All through late spring and summer C.H. and his crew are busy with the year's most important job: rounding up the spring-born calves, branding them and castrating the bull calves so they will grow up docile and heavy. One by one the little bulls are roped and thrown down in the corral. As they fall, a team of cowboys leaps upon them: the brander with his red-hot iron; the castrater and the brusher, one carrying a whetted knife and the other a pot of creosote; and C.H., with an enormous hypodermic. The operations are all over in a minute. The calf runs off howling, an unsexed and terrified little beast which in a year or two will make good eating.



**JA BRAND**, here upside down, is a pair of curves with a dot in second to indicate the A's crossmark.



**THE ORDEAL OVER**, the branded, inoculated, castrated calf runs off in terror. At the right stands

M.H. W. Ritchie, wealthy owner of the JA ranch, who has been painting the animals' wounds with creosote.

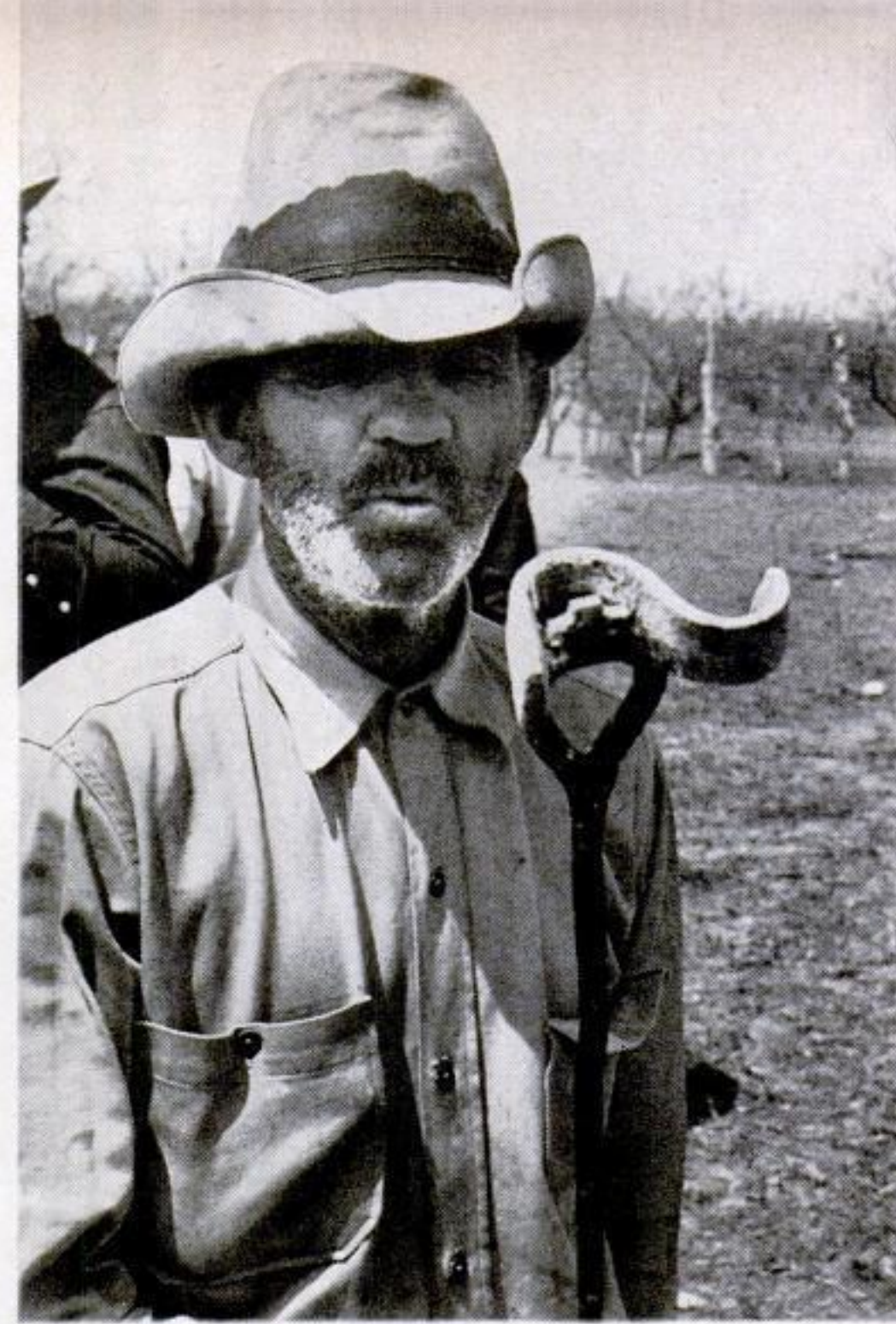




**RANCH OWNER** M.H.W. Ritchie, 38, is the heir of an Irish financier, John Adair (JA), who founded the 320,000-acre ranch in 1877.



**RANCH MANAGER** Bill Word has over-all supervision of the operations of the JA, is held in enormous respect by the cowboys whom he governs with mild and fatherly authority.



**BRANDER** Nat McElroy, 61, has acquired great skill with the hot iron, can hold it so deftly against a writhing calf that the brand is seldom blurred.

## C.H.'s COMPANIONS AND HIS REAL HOME

The people C.H. works with and the place he lives for seven months of the year (*below*) look exactly as a moviegoer would expect them to look, indicating that Hollywood has captured the cowboy's appearance even if it has missed his spirit. His companions are muscular, quiet men whose faces have been beaten so long by the weather that their characters by now are plainly revealed. The chuck wagon, which is his home except for the



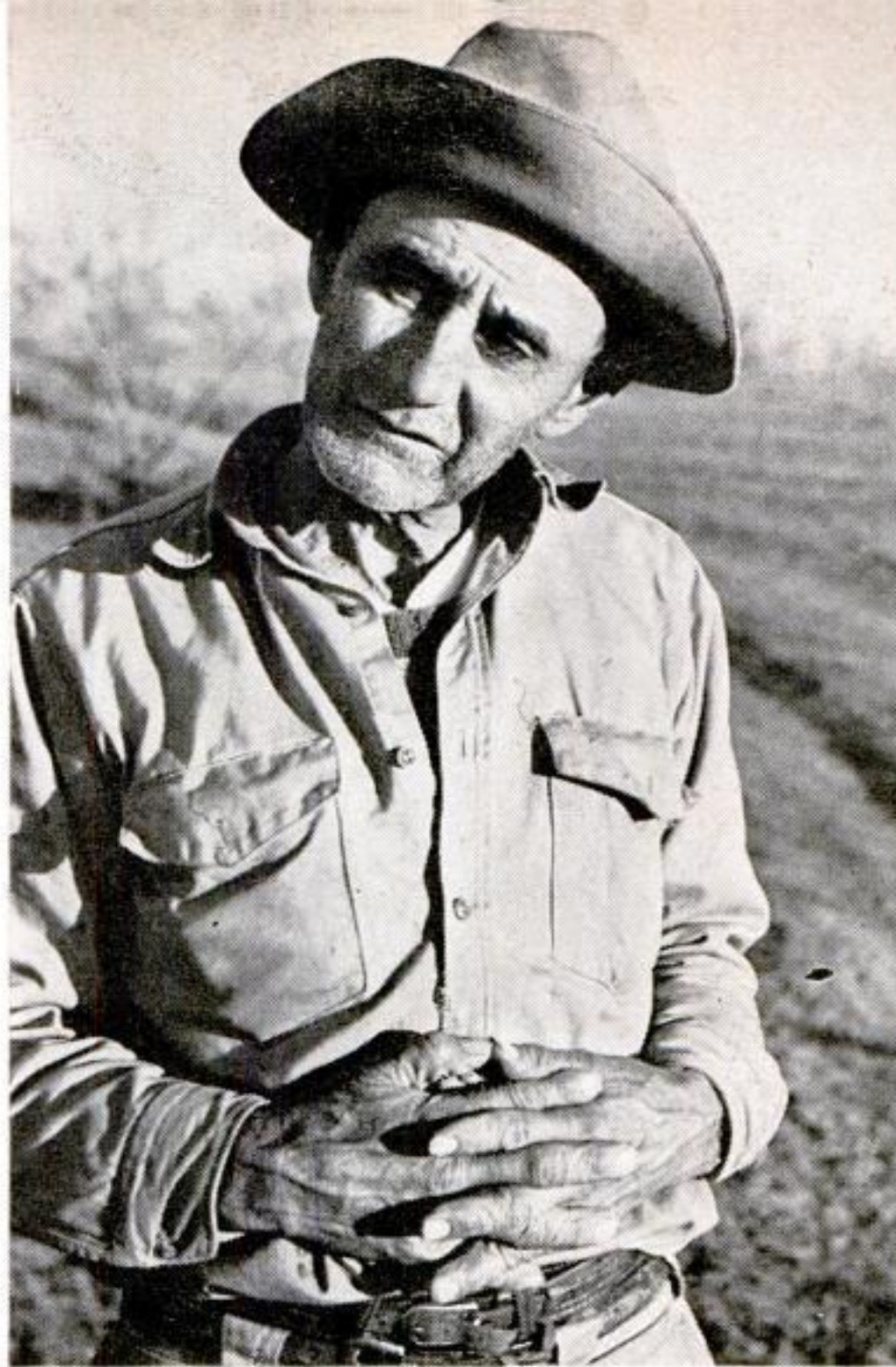
**THE PRAIRIE CAMP**, set up around the chuck wagon and a big tent called the fly, attends to its domestic chores while the cowboys drive a herd of cattle past it

toward the branding pens. At the right the hoodlum chops wood for the cook, for whom he also fetches water. In center the wrangler, free briefly from his task of

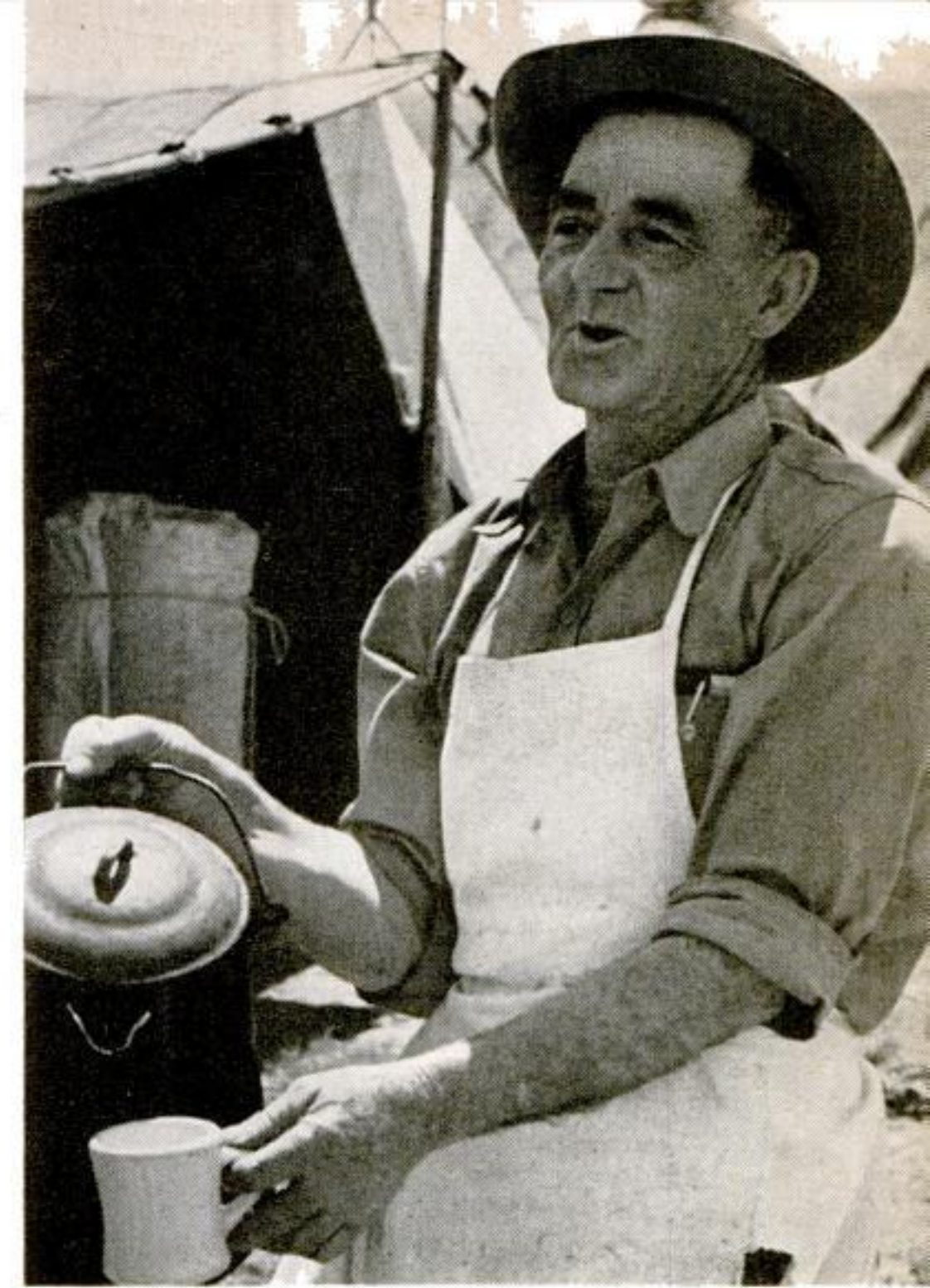




**THE WRANGLER**, Dougald Newcomb, drives and keeps track of the cowboys' 250 horses. When they change mounts, he strings up a corral of lariats.



**THE HOODLUM** (no one knows where term originated) is a camp character named Roy Beverly. He follows the chuck wagon, carrying the cowboys' bedrolls in a wagon of his own.



**THE COOK**, toothless Bud Reed, is a popular man. Once, making dessert, he used pepper instead of cinnamon, has never lived it down.

few bitter winter months he spends in the ranch's bunkhouse, lumbers along behind his crew on the roundups, the Dutch ovens and cans of food rattling in its racks. When the wagon comes to a halt, the cook rigs a big canvas tent (the fly) beside it which will serve the men as a dining room and club. Nearby the men spread their bedrolls and triangular tents.

The cook's word is law. He rouses the camp in the cold, damp darkness

of the morning. No one, not even the ranch owner, may begin to eat until the cook shouts, "Chuck, cowboy!" It is often he who decides whether a man has committed a "chapping" offense—riding or tethering a horse too close to the wagon, making digestive noises under the fly, etc.—and it is he who supervises the chapping, in which the offender lies face down over a bedroll while the others flail him with their heavy leather chaps.



tending the spare horses, tidies up. On the side of the wagon stands a chunk of beef, cut from a young steer which has just been killed. To go with the beef (which

is served three times a day) the cook is preparing corn, potatoes, gravy, sourdough biscuits, coffee, and for dessert, prune cobbler, peanut butter and sweet syrup.





**A DESERTED SCHOOLHOUSE** gets a nostalgic glance from C.H. as he rides by. Before the school was

abandoned in favor of another in town, cowboys rode out of their way to catch a glimpse of the lady teacher.



**A SOLITARY SWIM** refreshes him in the afternoon. Below, the carcasses of coyotes killed by a gov-

ernment trapper hang on fence posts. Last year the trapper killed 1,200 of them on JA territory alone.



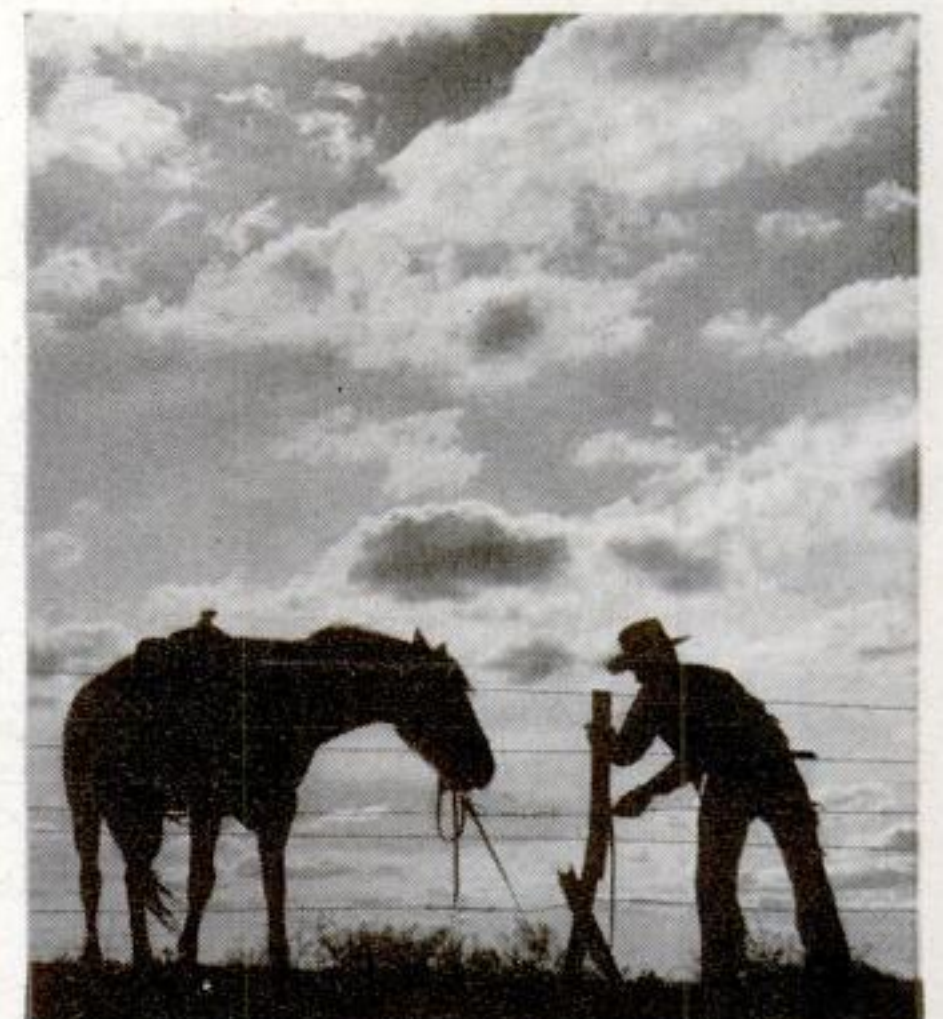
## COWBOY CONTINUED



**C.H. AND HIS THIRSTY HORSE SHARE A DRINK**

## LONELY DAY ON THE RANGE

Whenever his other work lets up, C.H. makes a solitary day-long tour of a section of the JA territory. Alone, he is the master of a weird and thorny world. Sometimes his horse shies suddenly and he dismounts, finds a rattlesnake and kills it with the detachment of a man posting a letter. Sometimes he stands stock-still on the prairie, wondering whether that dark blotch two miles away is one of the seven wild buffalo which still live on the ranch. If the weather is hot, he watches the cattle carefully, looking for open sores which harbor screwworms. When he finds a diseased animal he catches it, throws it down and douses its infested wounds with medicine. He rides and works mechanically. In the evening on his way back to the chuck wagon he passes a house with a light in the window. The house belongs to a "camper"—an old hand who has married, settled down and is now responsible for a section of the range. If the camper hears him and looks out, C.H. waves or calls to him, wondering what that kind of life could be like.



**A BROKEN FENCE POST**, one of the thousand preoccupations that fill his day, is mended by C.H.

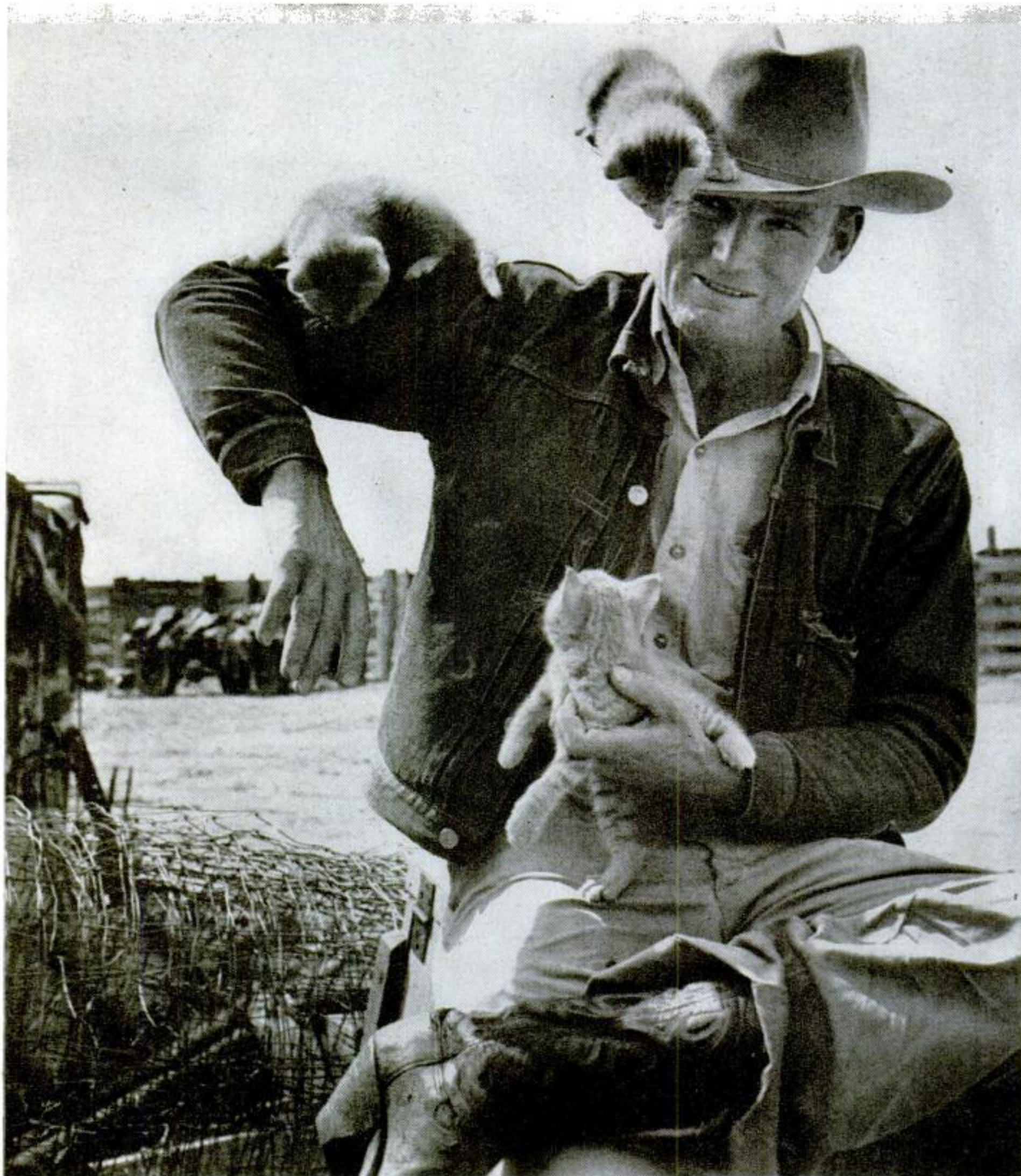




**THE ONLY SPOT OF SHADE** on the empty prairie is the shadow of C.H.'s horse, in which he sits to rest his eyes from the glare and to smoke a hand-rolled

cigaret. He looks with scorn on "tailor-made" cigarets but has to smoke them in mid-winter because his fingers would freeze if he took off his gloves to roll his own.





**PLAYING WITH KITTENS** at a rancher's house, C.H. happily lets them crawl all over him. Although

he must sometimes be brutal in dealing with cattle, he handles other animals with the utmost gentleness.



**CHOMPING A BANANA**, C.H. strolls through ranch headquarters with his father, Clarence Long,

69. The older man once had his own ranch, lost it during a drought, now is in charge of JA thoroughbreds.

## HIS BUSY DAY IN THE TOWN

Once or twice a month C.H. goes to the town of Clarendon. As he rides in he looks forward to getting a store-bought shave, but when the time comes he falls asleep in the barber's chair and awakens to find the luxury finished.

C.H. considers the idea of having a beer with the boys—no liquor is allowed on the JA—but after a moment he dismisses it and goes to the drugstore for a milk shake. The girl who waits on him is young and attractive, one of the few women he lays eyes on from one year to the next. C.H. will agree with his friends at night beside the chuck wagon when they decide that she is the prettiest girl in town, but now he merely smiles at her, says something gentle and polite and goes away. He has no dates.

He stops at the theater to see if a western is playing. If so, he sees it. He goes to the bank, where his pay is deposited for him by the ranch. He checks the balance, says "Thank you" and goes out to walk up and down the street.

Under his arm C.H. carries a wad of pulp magazines, all westerns, to read in the evenings. He talks scornfully of the claptrap he finds in them and yet he devours it eagerly, forgetting his adventurous life to search for adventure in lurid accounts of wild affairs that never happened.

BESIDE CHUCK WAGON, IN THE FAILING LIGHT,







**THE COWBOY AND THE SODA JERK** exchange pleasantries in the drugstore. While C.H. (*left*) drank his milk shake, he remarked that it certainly had

been raining lately, to which the girl agreed. Then, feeling uncommonly talkative, he said it had not been just raining, but really pouring. She agreed again.

HE READS A WESTERN MAGAZINE. WHEN HE IS THROUGH HE WILL PASS IT TO ANOTHER COWBOY. IT WILL BE READ AND REREAD UNTIL THE PAGES FALL APART







**FIVE YOUNG AMERICANS** have a drink on the terrace of the Café de Flore, gathering place of literati on

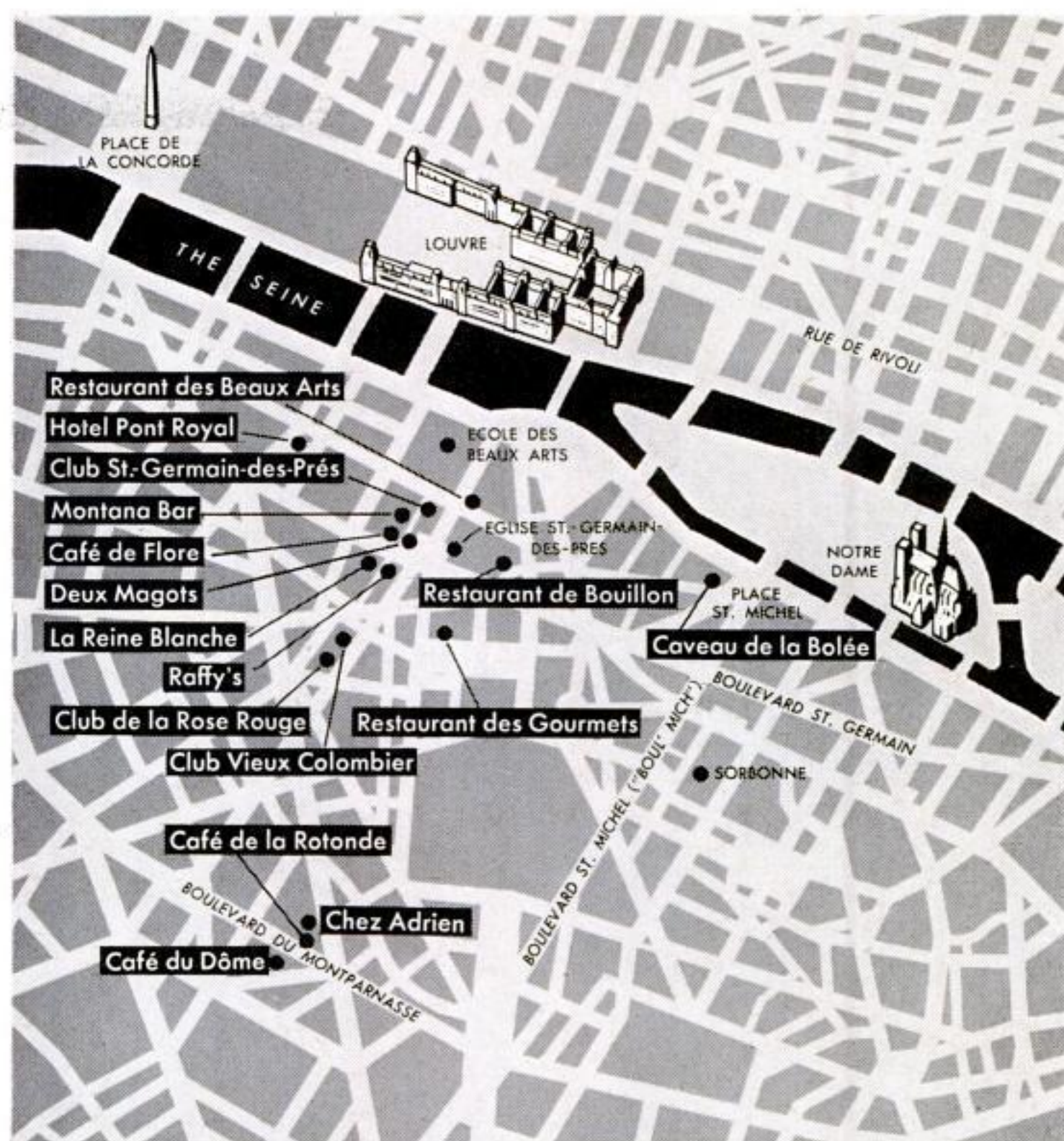
Paris' Left Bank and a favorite haunt of the expatriates of the '20s. From left they are: Frank Riddlehoover, 23, of

Louisville, Ky.; Hill Hazlip, 21, also of Louisville, Ky.; Howard Simpson, 24, of Alameda, Calif.; Dan Wagner,





30, of New York; James Rudolph, 23, of Toledo, Ohio. All but Simpson, an art student, study at the Sorbonne.



THE LEFT BANK OF PARIS, so called because of its position along the Seine when one faces downstream, is by tradition the artistic center of the city. This map shows the location of the best-known cafes, nightclubs, restaurants and streets in the area.

# The New Expatriates

In Paris ex-GIs study everything from cooking to writing and argue all night in the cafes

by JOHN STANTON

ONE out of every five of the young Americans started growing a Du Maurier beard as soon as his ship cleared New York. He stayed out of the sun as much as possible to get that pale, consumptive effect and was vexed because his stubbornly healthy face remained pink and freckled. It didn't really matter, however: the important thing was that he was bound for Paris and a chair on the *terrasse* of the Café de Flore, perhaps the very chair on which Hemingway sat correcting proof on *The Sun Also Rises*, and he certainly expected to sit shoulder to shoulder with Jean-Paul Sartre in the flesh.

The new expatriate would be cut to the quick to be mistaken for a tourist. He would drink Pernod and mourn the absence of illegal absinthe. He would wander into Chez Adrien and gaze respectfully at Kiki, the aging artists' model who was once the delight of his father's generation and who still bubbles with more earthy fun than most of the young models he would come to know. He would sit with French students in the

Caveau de la Bolée and roar out the bawdy old songs. He would, in short, follow the dream to the source—for Paris is as much a part of the American dream as the Comstock lode.

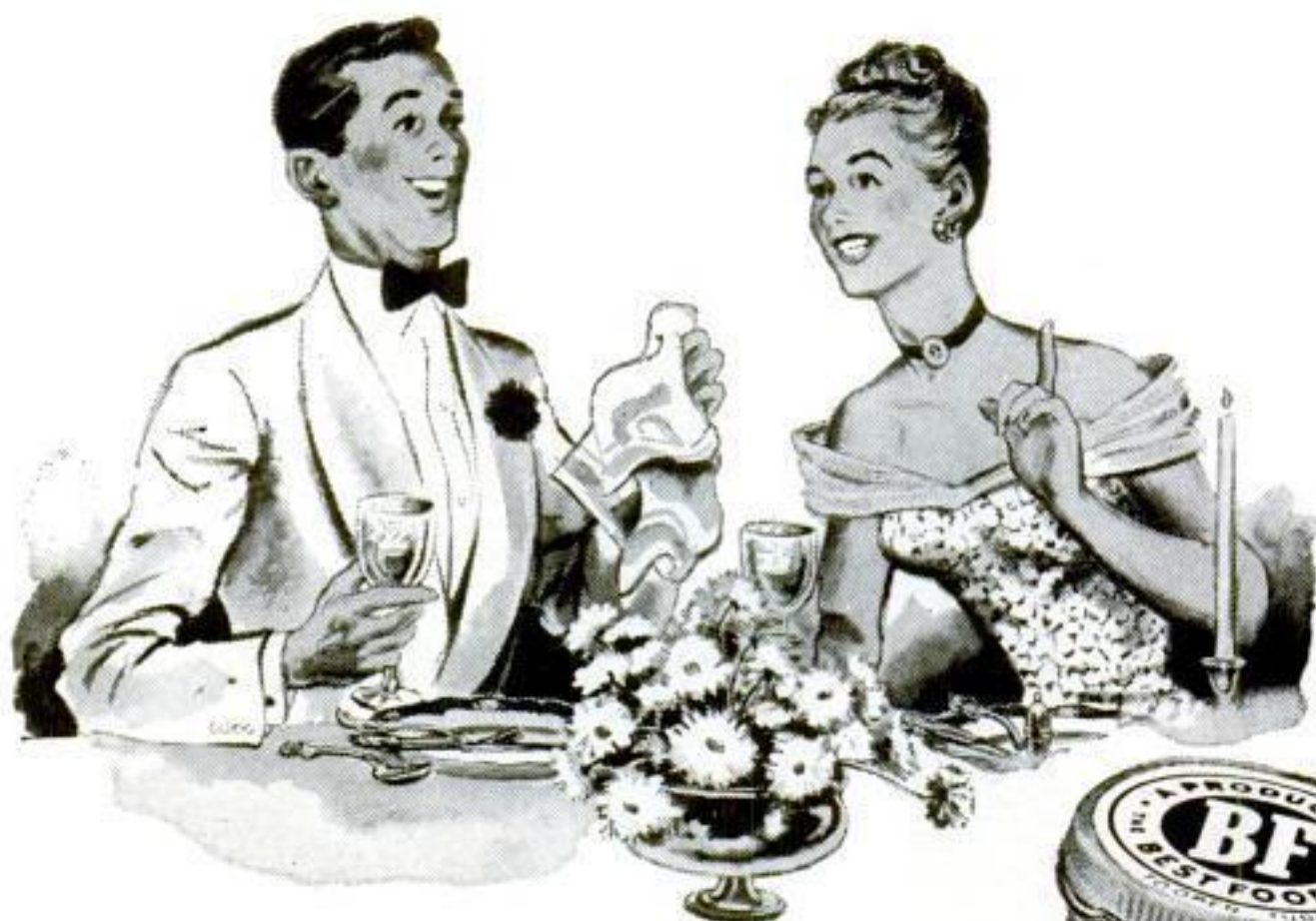
Paris would not prove a disappointment. It is true, alas, that the youth would soon discover that Sartre often fled the Flore and went underground into the cellar bar of the Hotel Pont-Royal, a few blocks away, where the higher prices of the drinks protect him from his public. Also the youth would be stung as by a bee at times to hear the little ladies of the Parisian streets address him as a "culture vulture" or an "artistic mystic" or urge him to "show it, poet." He would dismiss these taunts as lingering bequests of the American Army and remind himself that all around him was Paris.

He could sit at the Deux Magots and look across the square where a silver moon sometimes hangs over the old abbey of St.-Germain-des-Prés. He would try his best to control dancing eyes when Georges Braque, who helped found



**BLACK TIE:** Just between me and you... this pork tenderloin is superb!

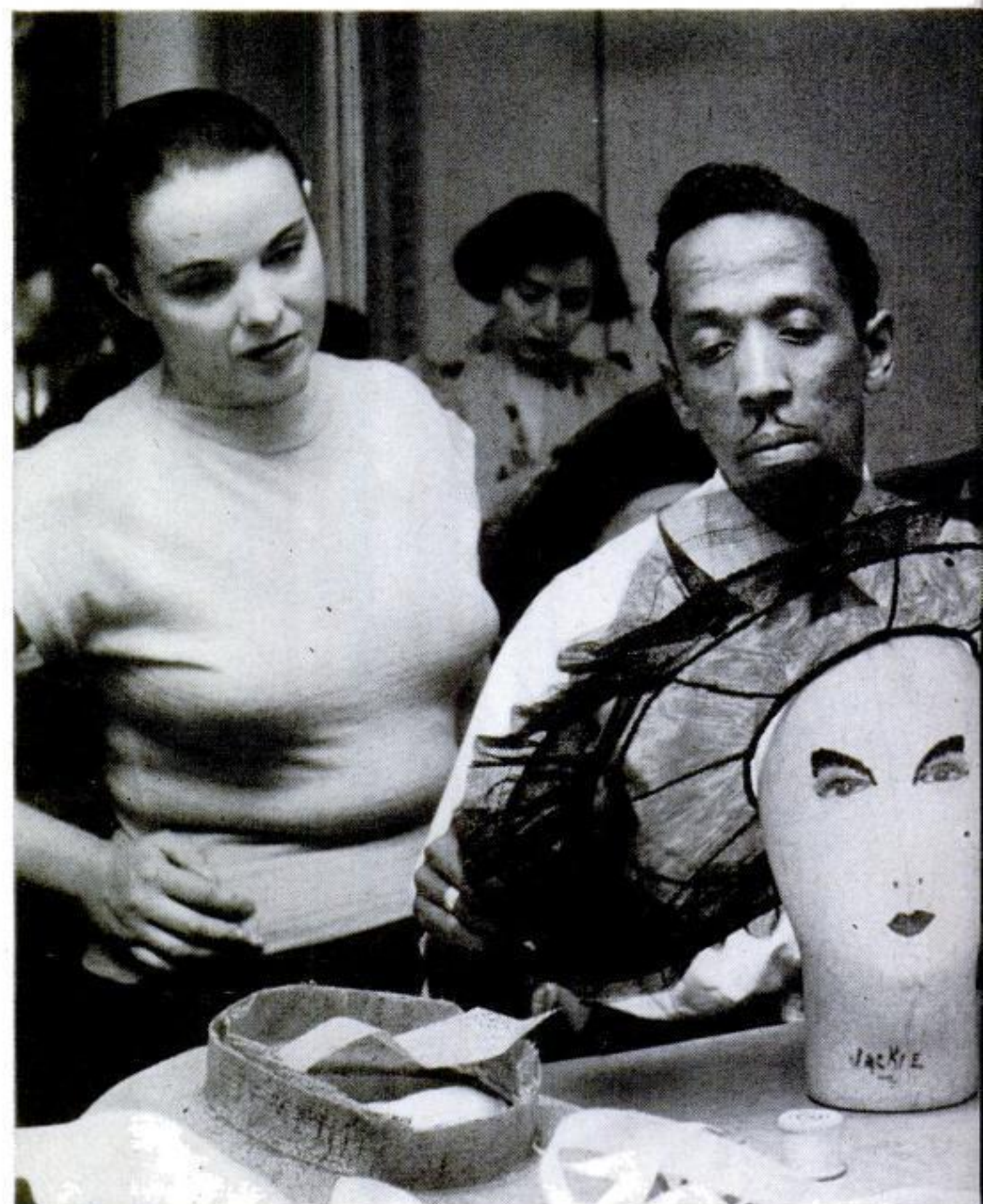
**LOVELY HOSTESS:** Just between you and me...it's spread with Mustard-with-Horseradish!



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**TWO EX-GI FASHION STUDENTS** and their French teacher, Germaine Muller, study a hat at the Guerre-Lavigne fashion school. Students are Dan-

**THE NEW EXPATRIATES** CONTINUED

cubism, or André Breton, who helped found surrealism, strolled by. He would consider a meditative, slightly bored expression a "must." He would rather let an itch go unscratched than turn his head when American celebrities like Tennessee Williams or Richard Wright or Garry Davis sat down next to him.

Other things would distract him: a hip-swinging girl, cigaret in one hand and champagne glass in the other, saunters down the street demurely clad in a nun's habit to show her lighthearted view of religion. A man stands up and shouts "Sacrilege!" Someone yells "Liberty!" and pushes him back into his seat. For a moment the crowd in the street swirls around the cafe. After things calm down a bit, the youth can always walk over to the Boulevard St.-Michel, "Boul'Mich" in the local argot, where the followers of Isidore Isou may be organizing a demonstration for "Lettrism" and the followers of the Russian poet Iliadz may be getting up a counterdemonstration for "Zaoumism," both Lettrism and Zaoumism being rival movements to free poetry from the tyranny of the word.

This is the dream that has brought our young American to Paris. Unlike most dreams, it matches the reality he finds on his arrival. There are Americans in Paris who do not share this dream. There are several hundred castoffs of the war, the last one and the one before that—deserters, some of them—who spend their time selling filthy pictures outside the Madeleine, exchanging money at black market rates along the *grands boulevards*, serving as bartenders in tourist traps, stealing automobiles and dodging the police. Few of them got by the seventh grade at home, but over here they learn French like a shot, their liberty often depending on it. There are also some 3,500 solid businessmen and government officials, respectable characters who live in the suburbs of Passy or Neuilly and usually take their wives with them when they go nightclubbing in Montmartre or the Champs-Élysées districts. The successive waves of American tourists—nearly 250,000 so far this summer—wash up against the Eiffel Tower and into the Folies Bergères to eddy about the feet of that other indestructible tower, Josephine Baker. But the dream remains on the Left Bank of the Seine, where today several thousand Americans, including hundreds of students taking advantage of the educational grants provided by the GI Bill of Rights, walk the old streets. The ex-GIs, living on government checks,

"Fleas Don't Bother Me I'm Dusted with PULVEX DDT"



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ford Goldman Jr. (left) of Jamaica, N.Y. and Don Bartley of Brooklyn. They plan to return to the U.S. to work when they finish their three-year course.

are a far cry from the expatriate generation of the '20s, which supported itself chiefly by taking advantage of the favorable exchange between dollars and francs.

The ex-GIs are not all of one type. There are 10 hulking former combat infantrymen, for instance, who think almost continuously of pressed duck, truffles, *filet de sole meunière* and the like. They know precisely at what hour of night (just a shade past 3 in the morning) the onion soup at Au Pied de Cochon in Les Halles is at its very best, for it varies, they say, from hour to hour. These experts are students at the Cordon Bleu cooking school in the Rue du Faubourg-St. Honoré. One is a former company cook who used to slam Spam in front of the men and dare them not to like it. Another, Ben Benjamin of New York, started dreaming of French food and his own little restaurant somewhere in Westchester while running six PX soda fountains in Germany after the war. Another is John Natz of St. Louis, Mo., who never realized the possibilities of a potato until he came to France. His first idea was to take his new skills home and show the folks but since marrying a French girl he has changed his mind; now he is going to open a restaurant in Paris. "It's really a shame, too," says John. "At home it's all measurement, measurement, measurement. Hell, man, cooking is creative. It is inspiration. It is imagination."

"At the beginning it didn't seem so," Benjamin adds. "They start you peeling onions. Onions and onions. Of course, what they are really teaching you is how to handle a knife, but a lot of onions come into French cooking."

The students have many an argument with their teachers. "No better way to get a French chef into a rage," Benjamin tells you with a grin, "than to tell him about American salads, say pineapple and cottage cheese or apples, walnuts and mayonnaise. At Thanksgiving we cooked a dinner for the chefs and caused an uproar. Turkey and cranberry sauce together. 'Quelle horreur!' When we insisted, one of them threw his hat on the ground and jumped on it. Seems you are not supposed to serve sweets with meats."

Cordon Bleu's infantrymen knew they were progressing when they were assigned to make the two basic sauces from which hundreds and hundreds of kinds of French dishes stem: *sauce brune* (butter, onions, carrots and meat jelly) and *sauce béchamel* (melted butter, flour, eggs and milk or cream). "When you've got that," says Benjamin, "you've got the beginning. You add, subtract, mix,



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CONTINUED ON NEXT PAGE



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the way  
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**BARBERS do!**



**"Fitch Ideal  
Hair Tonic Kills  
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on Contact—That's  
Why I Use it on  
My Own Hair!"**

Says George DuBois,  
Manager, Famous Gotham Hotel  
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Barbers know best about how to treat scaly dandruff. And all over America, for 50 years, barbers have been singing the praises of Fitch Ideal Hair Tonic! They use it on their own hair. Report most of their customers insist on Fitch Ideal too. Here's why:

Fitch Ideal Hair Tonic, with massage, not only removes loose dandruff but actually kills dandruff germs\* on contact! Also relieves dry scalp.

So take a tip from experts. Do as barbers do—use Fitch Ideal Hair Tonic every day! See how completely flaky dandruff disappears, how clean your scalp feels, how handsome and neat your hair looks! Get a bottle today. Never leaves hair sticky or greasy. Money back guaranteed if Fitch Ideal doesn't relieve your dandruff at once!

\*Pityrosporum Ovale, recognized by many authorities as cause of infectious dandruff.

**DO AS  
BARBERS DO—  
USE Fitch  
IDEAL HAIR TONIC**



**ROBERT BIZINSKY**, former newspaper cartoonist, has been in France for two years, long enough to get used to the scrutiny of audiences like this one.

## THE NEW EXPATRIATES CONTINUED

don't mix; the varieties are endless." They have already put their sauce talents to good use. "Three of us sneaked over to the house of a fellow studying art here, cooked up a dinner for his French mother-in-law who was visiting, and sneaked away again. She was convinced her daughter was in safe hands." After the sauces the students will learn about wine and how to use it in cooking.

Two squad mates of the Cordon Bleu students, after cheerfully fighting their way from one château wine cellar to the next across the breadth of France, spent their GI school money on two years' instruction in the art of wine making. They are now back in the States happily putting the art into practice.

Sixty Americans are studying clothes-designing in the manner of French *haute couture*—and some are even getting jobs at it in top houses here. A few are learning to be motion picture photographers. Others are at the Sorbonne taking special courses in medicine, law, languages. Some 250 are studying art at various academies and schools all over France. "French schools are better than New York's," they'll tell you, "because the classes are smaller. Our only trouble here is these little characters who keep coming in for a quick look at the model. And the models, too, are always goofing off. Sometimes when class is about to start you have to hunt around until you find the woman, stark naked, leaning out of a downstairs window and talking with a friend in the street. But these are minor troubles compared with crowded classes in New York."

Most of the students here are enrolled in the course on civilization at the Sorbonne which, if passed, counts as the third year in the arts courses of many American universities. At the Sorbonne they sit solemnly in deep-welled theaters listening to mumbling professors read lectures on French literature.

## Poverty is the tradition

**T**HE common denominator of all the students—both those under the GI Bill and those not—is poverty. Some even affect it, for it is the tradition, and the air of the place demands it. The professors sneer, "Who'd give a sou for a rich student?" Most of the ex-GI's don't have to worry about appearances—they are really broke. The \$75 a month the unmarried GI student draws will buy him these days an average of 24,000 francs. A good meal in a good restaurant alone will cost him 800 francs. So he does not eat in good restaurants often or go to the theater much. He finds a room with a private family or in one of the hundreds of tiny hotels spread through the fifth, sixth, seventh and fourteenth *arrondissements*, or districts, of Paris. It may cost him as little as 3,000 or as much as 10,000 francs monthly, depending on whether it has a window or running water or is heated.

For cleanliness he visits the public baths a couple of times a week.

CONTINUED ON PAGE 81

**HEADACHE  
NEURALGIA  
NEURITIS  
Pain**

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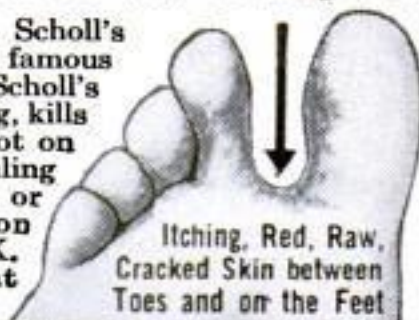
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Freedom from "sink drudgery"—that's what S.O.S. brings to the every day job of cleaning pots and pans!



Do use S.O.S. every day—every time you cook, because S.O.S. works so fast, you work *less*! Thrifty, too!

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Thursday, August 25\*

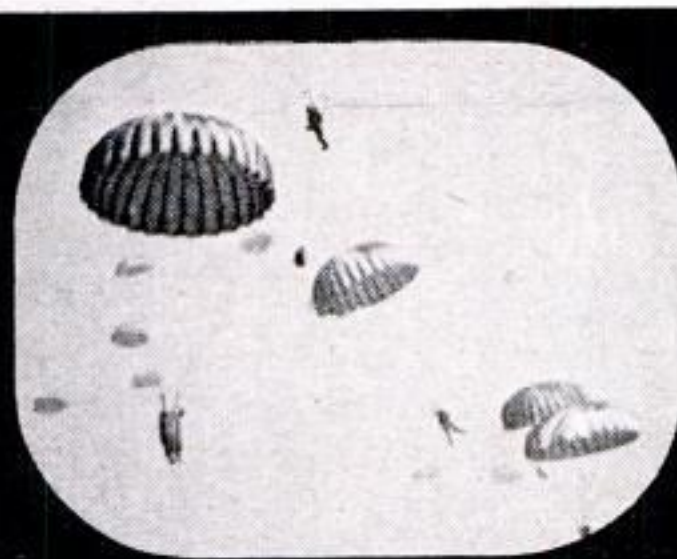
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NIGHTCLUB LIFE for American students in Paris is largely restricted to smoky, inexpensive caves or cellars. Above is Caveau de St.-Germain-des-Prés.

## THE NEW EXPATRIATES CONTINUED

All of them are jammed between Thursday and Monday and closed on other days. He soon learns not to go on Sunday mornings, for that is the time all Paris wants a bath. This service adds 100 francs weekly to his budget and a scar to his soul. He must fight his way into the establishment past the concierge, who is certain monsieur wants a perfumed bath. After all, all Paris does. She has all the perfumes to sell and monsieur surely knows that proper scenting makes the bath last longer. A saving. If not that, then monsieur wants bath salts. When monsieur is really low in francs and wants to settle for a cheaper shower instead of a real tub bath, madame's sniffs can be heard throughout the establishment. Some people, she says, don't really want to be clean. When, to cut costs still further, he brings his own towel instead of renting one from her, she all but denounces him publicly.

### Filled up for 80 francs

IN really rugged times, say the final week of the month before his IGI check comes, he eats in the French government-subsidized restaurants for students, where he can get a meal that at least will fill him up for 80 francs. But such a fate no man deserves. In better times he patronizes the little restaurants near the Place St.-Germain-des-Prés—the Gourmet, the Bouillon where the chef cooks in the fireplace in front of everyone, the Beaux Arts and Raffy's. If he puts his head into Raffy's just to see how crowded it is he has to eat there, no matter how much he would like to go elsewhere, for the waitresses will bar his exit. He tries to keep his food expenditures down to 200 francs (61¢) a day and if he eats regularly in the same restaurants the waiters, who have been watching students for many years, will not let him starve.

Sometimes he remembers, when he is drinking his third *fine*, that it costs 43 francs just to send an average air-mail letter home asking for more money.

For their French girl friends the students can do little more than buy an occasional brandy with water and pay for an evening once a week in the *caves*. They meet in the Montana Bar, just around the corner from the Flore, for a last drink, go into the streets for a last gulp of fresh air, then vanish underground into the Club St.-Germain-des-Prés in the Rue St. Benoit across from the Montana, the Rose Rouge in the Rue de Rennes, the Club Vieux Colombier, underneath the Vieux Colombier theater in the street of the same name. The *caves* are tiny, vaulted underground jive joints where the jazz throbs hot and the smoke grows so thick that you must elbow your way through it, stumbling over people jammed in tight,

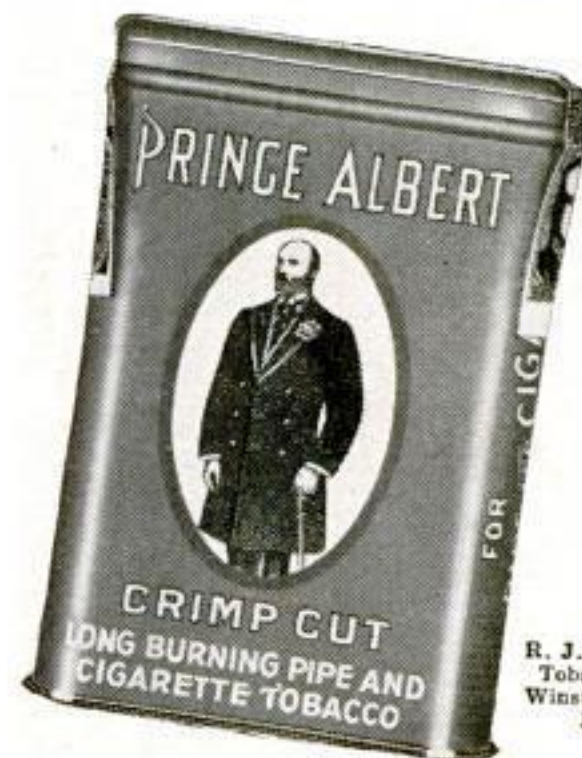
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CONTINUED ON NEXT PAGE



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AT ALL COSMETIC COUNTERS

49¢



WORKING GIRLS and temporary expatriates are these three models from New York. From left they are Jane Lewis, Ethel Staff and Elly McAndrews.

## THE NEW EXPATRIATES CONTINUED

watching young white and Negro Americans and French girls really dance. Charlie Parker and "Hot Lips" Page came across the river to watch this stuff and went away content. The boys and girls along the Seine, they said, really had it.

There was a time when the students could afford more expensive entertainment. There were angles then. Bob Bizinsky, whose recent landscape exhibition at the Galerie Castelucho drew top praise from Paris art critics, remembers one. When Bizinsky, who used to be a cartoonist for the *Atlanta Constitution* and later traveled extensively in North Africa with the First Armored Division, came over in 1946 it took six months for his first GI check to reach him. "Fellow I knew," explained Bob, "gave me a card for the Graves Registration Officers' mess and got me over the hump. First time I walked in there the mess officer came over and asked what I was doing. I looked him straight in the eye and said one word: 'Research.' He went away and I could almost hear the rumor spreading about. I was a CID [the Army's Criminal Investigation Division] agent looking for black marketeers. Boy, I used to go in there day after day. I'd see three jolly colonels laughing and eating together and I'd just walk right over and join them. They'd grow silent. They'd eat faster and faster. They wanted to get away from there. Boy, I sure enjoyed that. But when the first check came I tore that mess card up. I didn't want any more temptation."

## Gasoline, cigarets, clothes, passports

OTHER fellows did other things. With an American passport and a set of automobile papers provided by an obliging Frenchman, you would draw out 500 liters, or about 132 gallons, in gasoline ration coupons monthly (only 20 were then granted to the ordinary French citizen), and they sold high. You could send to the States for cigarets and peddle them in the black market. You could sell your clothes in the secondhand shops in Montmartre. Even now, on the sidewalk not far from the Flore, you can sell your American passport for one million francs, American passports being handy things for people who need to move about in Europe. But that could easily mean not another year at the Sorbonne but several years in a federal penitentiary. The ordinary, not-likely-to-land-you-in-jail methods of increasing your income decreased with the fall of the dollar. Last fall the dollar had soared up beyond 500 francs; now it hovers around the 350-franc mark. Right Bank businessmen who smoked 200-franc Luckies at Thanksgiving were smoking 180-franc Baltos (an American-blend French cigaret) at Christmas and are now smoking 65-franc Gauloises (French-blend French cigarets). The students have *always* smoked Gauloises.

It would take a lot of starving to drive most of the students home. They came here for all manner of reasons, some just to have a good time; a few because their own particular neuroses failed to fit a

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getting kicked in  
the heart... only  
in Football, I get  
paid for it!"**

"I've got to stand  
on the sidelines...  
while she breaks  
all the rules!"

"Sure, she looks  
good enough  
to eat—but  
look out—  
she's poison!"

"Wait'll he finds out  
what the real score  
is... then you'll see  
fireworks!"



**VICTOR MATURE  
LUCILLE BALL  
LIZABETH SCOTT  
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### "60-Second Workout"



IN A GARRET Howard Simpson paints while Hill Hazelip watches. Simpson's room is a six-flight walk-up, has running cold water, costs \$10 a month.

## THE NEW EXPATRIATES CONTINUED

Stateside moral code; many among the Negroes to climb over the walls surrounding them at home. Others:

Listen to Bizinsky: "In the States an artist in the family is a disaster. His folks think he is wasting time and he isn't too sure that they aren't right. Here we are all trying, and the very atmosphere of the place helps. Even the cop leaning over your shoulder when you are working on the street either keeps his trap shut or says something to the point. You get respectful attention in the States only after you are a success—not before, when you need it."

Or listen to Frederic Prokosch, author of *The Asiatics*: "You sit at a typewriter all day wringing your brains out. When it's over you want relaxation. In New York that means calling up some friend who, unfortunately, can't be pestered with you at the moment because he's on a 9-to-5 job and after that he must catch his train to the suburbs. Or you go looking up a writer friend who lives 2½ hours away by subway and train. It's different in Paris. Work done, you can stroll among the cafés and almost immediately meet a friend worth talking to. Or if you want to be alone you can stroll along the river and search in the bookstalls. Ever notice that there are more bookstores on the Left Bank than drugstores? Everything fits into a writer's needs; he returns to work next day refreshed."

To all of which the students would say "Yea." They have found their slots, their historic slots, on the Left Bank. Now, as before the war, the artists are in the Montparnasse area sitting in the afternoon sun at the Dôme and Rotonde; the writers and poets are in the Place St.-Germain-des-Prés, sipping beers or vermouths in the Deux Magots, the Flore and La Reine Blanche; students with aspirations to teach French one day are around the Place St.-Michel, where not infrequently they spend hours practicing their subjunctives on charming chaps who, it subsequently develops, come from Bulgaria. Endlessly all of them argue and discuss principles, philosophies and cultures.

### "An alley to suicide"

YOU can hear it going on in La Reine Blanche until 4 o'clock in the morning, and later at the little workmen's cafés which serve early breakfast. "What then have the French to offer us?" asks the tall Negro, spilling a bit of his drink as he makes a wide gesture. "Breton and surrealism? Worn out Aragon and Marxism? Impossible! Sartre and existentialism? An alley to suicide!" From a boy in the back of the room, sitting on his neck with his feet high up on the wall, came the answer: "But the French reflect us Americans. All the French critics say so. They imitate Hemingway and Faulkner. They use such words as —and—and—and—. Sartre most of all." Then from the blond youth at the far table: "Non-

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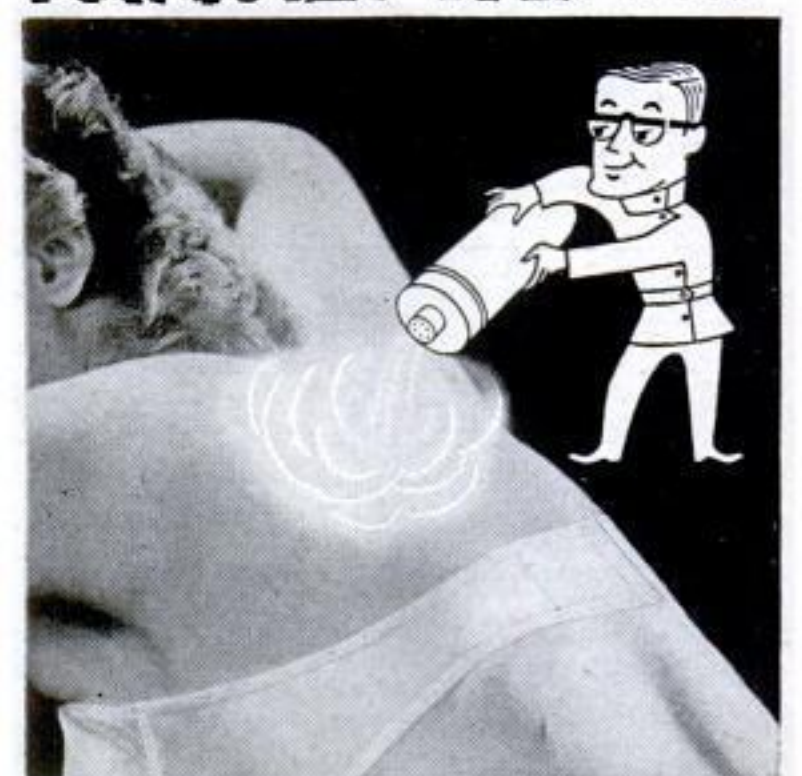
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# AMMENS

Antiseptic Powder

CONTINUED ON PAGE 87





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## THE NEW EXPATRIATES CONTINUED

sense. Four-letter words are four-letter words, that's all. The basis of French thinking is German. From Marx to Heidegger, it's German. France is Germany." If the conversation grows slow, you may hear someone saying, "Have you heard? They say there is a large room vacant in the Rue Jacob, and for only 7,000 francs too."

The day after these all-night sessions little work gets done, a fact that worries William E. Share, attaché in charge of veterans' affairs at the embassy. He gallops around town daily from school to school, seeing that his charges put in 25 hours of classroom work a week. The kid who goofs off to Switzerland for a week or two has some hard explaining to do. The students worry about work too. C. F. MacIntyre, the "eternal sophomore" who tears around Paris in a bright red racing car when he is not translating French and German poetry, has put this feeling into verse:

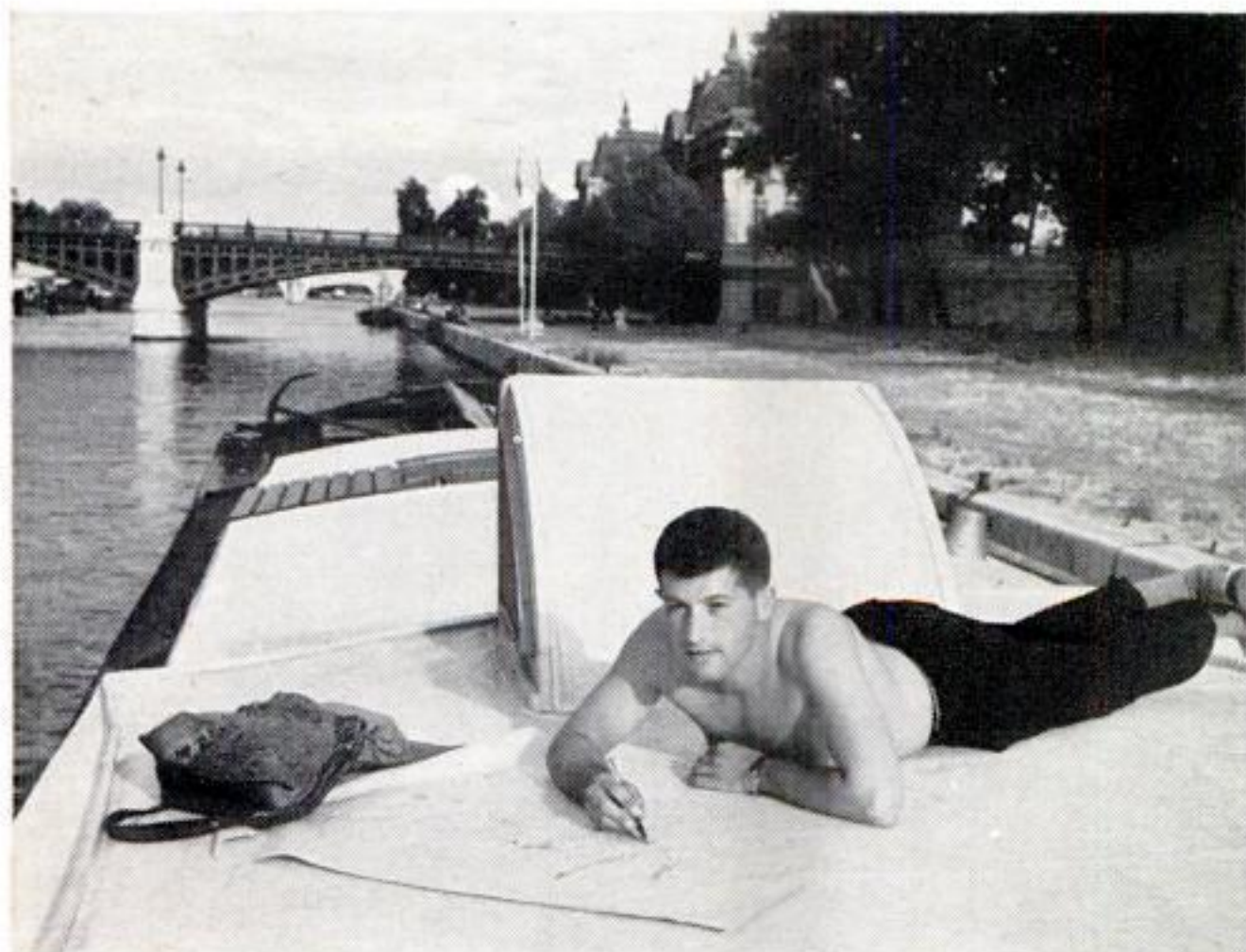
Paris is a wedge  
That splits your soul your heart your guts in two  
Either you pratpark in the Café de Flore  
Bragging about the masterpiece you're doing  
Or else you rivet the hot halves together  
And be yourself and whole again a man  
Whose heart is on his palette  
Stretch your canvas

The kids worry about the quality of their work. Four years since the war and still no Hemingway. They read their little magazines, Sindbad Vail's *Points*, and *Zero*, got out by Albert Samaya Benveniste and Themistocles G. Hoetis. They blush as they compare them to the old copies of *This Quarter*, *New Review*, *transition* and the rest of the little magazines of the '20s. *Zero* wound up its first issue on the defensive: "There is no way of discerning, except in retrospect, the important developments in art. . . ."

This brought a grin to the face of Ossip Zadkine, the sculptor, who was there the other time. He said, "Americans in Paris now are years younger than they were after the last war. We used to get American painters and sculptors here only after they had had considerable instruction in the States and were already accomplished craftsmen. They were ready to plunge right into all the different movements and theories. Now we get them virgin. We can't talk art theory to the art students; first we must teach them to draw and mold clay."

"On the writing side Eugene Jolas, Elliot Paul and Samuel Putnam were all professional writers long before they came here to publish little magazines. Hemingway, besides being a newspaperman, had written three books before *The Sun Also Rises*. These kids are impatient, but you can put this down and sign it Zadkine: There are boys here now the States are going to hear of—Paul England and Kenneth Nolan and Robert Bizinsky and God knows who among the writers. At the moment the writers are groping, stirring around. The writing boys who are here now are deeper, more mature and slower to speak than their older brothers were. They feel more uncertainty, but they will speak."

The writers appear to be less optimistic about their future than Zadkine. You often hear them quote a bit of Hemingway's introduction to *Kiki's Memoirs*: "The era is over. It passed along with the kidneys of the workers who drank too long with the bums. The bums were fine people and proved to have the stronger kidneys finally. But then they rested during the day."



ON A RENTED HOUSE BOAT moored in the Seine, Joseph Eula of New York pursues art studies. He supports himself by doing commercial art work.

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**CIRCLE OF LEGS** rising strangely out of water is made by the girls of the water ballet in a dreamy routine named

after the song, *Bali Hai*, played during the act. The audience watches comfortably from the shady shore behind.



**PROM QUEEN** Betty O'Donnel, 19, sweeps through the city of Madison followed by rival finalists in cars be-

hind. Betty, who attends Washington University in wintertime, studies psychology and dancing at Wisconsin.

## *Life Goes to a Summer Prom*



SWIMMING THE BACKSTROKE IN A WATER-BORN



## Wisconsin girls wind up the school term with a beautiful queen, a sprightly water ballet and a big dance

At the University of Wisconsin summer school there are so many women students that unattached males can afford to play hard to get. So this month, as the time for the traditional summer prom drew near, the stubborn holdouts were treated to some

alluring performances intended to draw them to the dance in spite of themselves. In nearby Lake Mendota the girls put on a water ballet (*below*). A girl in a golden sarong was sent by the dance committee to tour the fraternity houses and pose on the tops

of the dining room tables (*p. 90*). But the big climax of three weeks of such activities was the selection of a 19-year-old brunet prom queen (*lower left*), who was picked from 50 contestants, given a silver loving cup and paraded through streets of the state capital.



WEDGE IN LAKE MENDOTA, PRETTY WISCONSIN WATER BABIES PADDLE THEMSELVES THROUGH A BALLET ACT WHICH THEY HAD PRACTICED FOR ONLY ONE WEEK



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AFTER-SHAVING ACTION LEAVES SKIN FEELING FINE!

GET BRISTOL-MYERS' BRUSHLESS WONDER TODAY!

*Summer Prom* CONTINUED



**DRUMMING UP MALES**, Dorothy Jansen, wearing a gold sarong, vamps fraternity members while they eat their dinner the evening before the prom.



**AT FASHION SHOW** on steps of Memorial Union hall students model low-cut evening gowns. Beauty finalists (right) are dressed more conservatively.



**QUEEN IS WELCOMED** by proud friends a short time after she had won the beauty contest. Betty's dormitory is a fraternity house during the winter.

CONTINUED ON PAGE 92



# Watch him GO PLACES

...when you nourish **EVERY INCH** of him with Gaines!



Day by day—when you feed your dog Gaines—just see what expert care, and nourishing **EVERY INCH** of your dog will do! Silky coats, bodies full of pep, paws full of scamper, and hearts full of joy... these are results which countless delighted dog owners are discovering every day. Remember, Gaines is backed by 19 full years of practical experience in dog nutrition. No wonder it is bought with such confidence by millions. It is America's largest-selling dog food!

**DISPOSITION**  
Friendly

**APPETITE**  
Keen

**DIGESTION**  
A-1

**BONES**  
Solid

**BODY**  
Strong

## THIS MUCH NOURISHMENT in each pound of Gaines!



**To Build Strong Bodies—**  
as much proteins as  
there are in 1½ pounds  
of fresh beef



**For Energy—** as much *car-*  
*bohydrates* as there are  
in 2 quarts cooked oat-  
meal



**For Strong Bones and  
Teeth—the minerals** that  
would be provided by  
1¾ pounds of cheese



**For Red-Blooded Vitality**  
—as much *iron* as there  
is in ¾ of a pound of  
beef liver



**For Sleek Appearance  
and Glossy Coat—the fats**  
that would be provided  
by 1¼ ounces of butter

**Plus**

**All the Vitamins and  
Minerals** dogs are known  
to need... in more than  
required quantities



A Product of General Foods

**GAINES COSTS  
LESS TO FEED**  
than any other type  
of dog food!

...but even more important  
than economy is the health-  
ful, fully balanced diet pro-  
vided by Gaines!

# Gaines DOG FOODS

"Nourish Every Inch of Your Dog"

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# Modernize Your Wheels to Modernize Your Car!

WITH DISTINGUISHED STYLINGS

BY *Lyon*

WORLD'S LARGEST PRODUCERS OF WHEEL ACCESSORIES



**STANDARD MODEL WHEEL COVER.** A beautiful design in highly polished stainless steel. Distinctive crest in center. Lighter than ordinary hub cap. Highly dent-resistant. Lowest-priced quality wheel cover on the market. \$14.95 set of four.

**N**EARLY all smart new cars today come equipped with wheel accessories designed and made by Lyon. Motor car style experts know that Lyon craftsmanship and engineering traditionally produce the world's finest wheel accessories—lighter in weight, brighter in finish, and the *only* wheel accessories held on by the exclusive Lyon method.

Now, to help give older cars smart, new appearance, Lyon recommends the distinctive designs shown here. Whichever you choose, you can be sure of real, long-lasting beauty. On sale at gas stations, tire and auto-accessory stores everywhere.



## DELUXE MODEL WHEEL COVER.



Comparable in design to covers on America's most expensive cars. All stainless steel. Distinctive crest mounted on red circular background. Wheel cover styling at its best! \$19.95 set of four.

## COMBINATION WHEEL COVER.

A one-piece combination of the famous Lyon whitewall with stainless steel center. Crest mounted on red background. Covers the entire wheel. Clean! Smart! Modern! \$17.95 set of four.



## ALL-METAL LYON WHITEWALL.



America's most popular wheel accessory! A definitely new and better method of whitewall beauty. Makes tires look heavier—is not exposed to curbs—simple to keep clean—baked enamel stays white longer—no extra charge for cleaning. On millions of cars! Model shown \$7.95 set of four. Deluxe model \$11.45 set of four.

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## Summer Prom CONTINUED



**TAKING APPLAUSE** of committee, Betty makes her grand entrance into the Great Hall on prom night. Last summer she danced for an opera company.

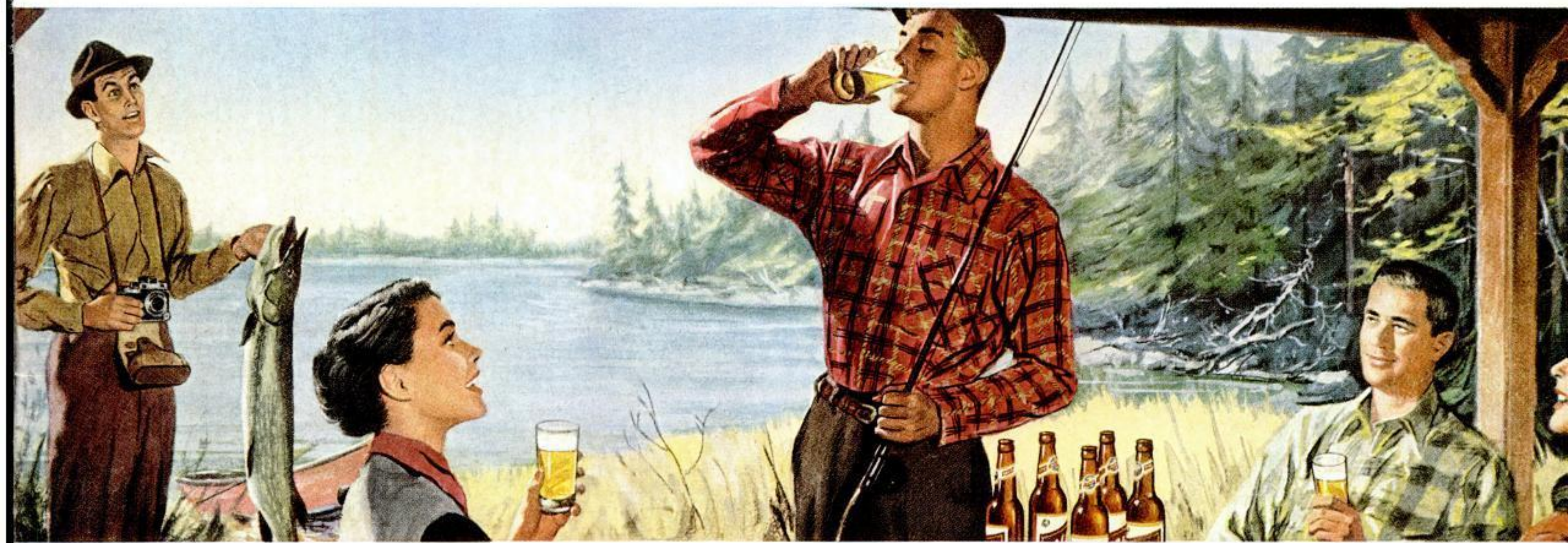


**WITH HER DATE** Betty dances at the prom. He is William Brown of St. Louis, which is Betty's home town. They met for the first time at Wisconsin.





*"I was curious..."*



*I tasted it...*



*Now I know why Schlitz is...*

*The Beer that made Milwaukee Famous!"*



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